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ABSTRACT

One of a set of programmed texts specifically designed for college upperclassmen doing research for term papers, this text focuses on business related topics, and the examples have been selected with advanced research for academic disciplines in mind. The text emphasizes making critical and evaluative judgments about the materials used and is designed to show the student more than just how and where to find information. It is assumed that the user has a basic knowledge of libraries and a familiarity with fundamental reference works. The first five chapters deal with the basic steps to follow in laying a solid foundation for a research paper including: selecting a topic; using the card catalog, subject catalog and subject headings; and finding bibliographies and periodical articles. The next five chapters focus on adding special touches to the underlying structure developed in the first half of the text. Sources of book reviews and biographical information are covered as well as specialized dictionaries and encyclopedias, statistical reference works, and government documents. The explanation of each new concept is followed by a self-testing problem. Figures showing sample material from the reference works cited are used throughout the text. (DMC)

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RESEARCHING A PAPER IN THE LIBRARY

A Programmed Text

BUSINESS VERSION

by

Judy McArthur

and

Pat Kenney

IR050742

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INTRODUCTION

This unit has been designed as an exercise in programmed instruction. If you are unfamiliar with the term, programmed instruction simply means that the material is presented in segments, with questions to see if you understand what you read. The explanation of each new concept is followed by a self-testing problem, and depending upon the answer you choose, you will be directed forward to new material, or backward to review what you have not understood. The unit contains a total of ten chapters, which must be studied in the order in which they are presented. Begin with Chapter 1 and follow the instructions on each page. Read only the pages to which you are directed, and do not skip any chapters. Work at your own pace, and do not worry about whether or not you are progressing at the same rate as others in the class. You may spend a few days to complete the unit, or as long as several weeks. There is no "correct" length of time.

This text is specifically designed for upperclassmen doing research for term papers, and the examples have been selected with advanced research for academic disciplines in mind. The unit is not an introduction to the library such as you might have had in high school or as a college freshman. It will show you more than just how and where to find information; it emphasizes making critical and evaluative judgments about the materials that you uncover. This text presumes that you have a nodding acquaintance with libraries, and are already familiar with such basic things as call numbers, Encyclopedia Britannica, and Reader's Guide to Periodical Literature. If you have managed to avoid setting foot in the Library until now, take a private tour, or present yourself at the Reference Desk and confess. A librarian will be glad to show you around and answer your questions.

By the time you complete this unit, you will have acquired skills that will make your life as a student considerably easier. We hope that you will find the learning process interesting and easy as well.

Go on to the next page.

Chapter 1

SELECTING A TOPIC

You have probably noticed by now that the hardest part of writing anything is getting that first paragraph (sometimes even the first sentence) down on paper. Research poses the same kind of situation, in that the hardest part is often just deciding on a topic to write about. Once you know what you want to investigate, you're in business.

Even though it may seem almost self-evident, your first consideration in choosing a topic should be to select an area that interests you. You will have to live with your choice for several weeks of hunting for information, reading, and writing. If you can satisfy your own curiosity in the process of fulfilling the assignment, so much the better! You will certainly enjoy the process more, and your interest will provide the motivation and momentum to carry you through the research and writing. You may prefer to research an area related to your major field of study or future career; on the other hand, if you have always wondered why black holes exist in space, a research paper presents a good opportunity for an investigation.

Go on to page 2.

Your second consideration should be whether or not it is possible to cover the topic adequately within the page limit set by your instructor. Keep in mind the difference between writing an essay, which is limited in scope only by your imagination, and a research paper, which must be documented and supported by evidence. No matter how good your intentions, there are some subjects that you just can't adequately research and summarize in a few pages. Whole books have been written about such broad topics as banking or managerial decision-making; you won't even be able to scratch the surface in a small research paper. But you could focus on a particular aspect of banking, such as individual retirement accounts, or on decision trees as a tool in managerial decision-making. These small pieces of larger wholes are manageable enough for you to deal with in a research paper. The problem, of course, is how to identify these small manageable parts when you're not yet an expert on the subject.

In most situations, there is an easy way and a hard way to proceed, and research is no exception. We are firm believers in doing things the easy way, and will take every opportunity, in the chapters of this unit, to point out shortcuts and timesavers. The process of selecting a topic is a good place to start saving time. Most of you have probably always used an inefficient method. For example, you are assigned to write a paper for your management class, so you check out a stack of books on some broad subject like operations research and start reading, hoping to come across something that will give you an idea for a topic. There is nothing wrong with this approach--if you have time on your hands. For those of you who don't, there is a much faster way. You can get a quick and concise overview of a field by consulting a SUBJECT ENCYCLOPEDIA. The subject encyclopedia will show you the whole picture, so that you can then decide which little corner of it to tackle in your research paper.

Go on to page 3.

Unlike the general encyclopedias (Britannica, Americana) that you have used for years, a subject encyclopedia concentrates on a specific field of knowledge, which it analyzes in much greater depth and detail than you will find in a general encyclopedia. Nearly every area of knowledge is covered by some sort of subject encyclopedia, which may run from one to several volumes. Some useful encyclopedias in the business field are:

The Encyclopedia of Management	REF HD 30.15 .E49 1982
Encyclopedia of Professional Management	REF HD 30.15 .E5
Encyclopedia of Banking and Finance	REF HG 151 .M8 1973
Encyclopedia of Accounting Systems	REF HF 5635 .E4 1976

An encyclopedia of broader scope, International Encyclopedia of the Social Sciences (REF H 40 .A2 I5), also covers business and economics.

A subject encyclopedia can help you select a topic by:

-- providing an overview of your subject, including history, development and recent trends.

-- defining the subfields and divisions of the subject, the component parts which make up the whole.

-- using cross-references to point out the subject's relationship to similar topics.

Go on to page 4.

If we go back to our operations research example, and look up the subject in Encyclopedia of Professional Management, we find an analytical article which explains both what operations research is and what it is not.

Operations research and mathematical modeling

Since the early 1940s something called *operations research* in the United States and *operational research* in Great Britain (and *management science* in many university business admininstration or management schools) has emerged and developed to extraordinary dimensions. Operations research (commonly referred to as OR) has established itself as an activity that can and does bring new concepts, new ideas, new attitudes, and new approaches to the aide of management. Despite OR's rapid growth and increasing acceptance by all types of organizations, a great deal of confusion exists in many people's minds as to its nature and domain. In some aspects, it is similar to systems engineering and industrial engineering. It also depends heavily upon model building, applied mathematics, and applied economics. But these elements do not define OR. For example, *OR is not* (1) simply a collection of tools and/or mathematical techniques such as linear programming, theory of games, simulation, and queueing theory; (2) mathematical model building and manipulation, unless one wishes to conclude that all science is operations research; (3) utilization of interdisciplinary teams to study complex problems, although this approach is often followed; (4) a form of management. In fact, without the existence and participation of management, OR is a meaningless academic exercise.

FIGURE 1 (a). Bittel, Lester R. Encyclopedia of Professional Management, 1978. p. 810.

The article concludes, nine pages later, with cross-references to related subjects, footnotes, and a suggested reference for further reading.

See also COMPUTER SYSTEMS; STATISTICAL ANALYSIS FOR MANAGEMENT; SYSTEM CONCEPT, TOTAL; SYSTEM DYNAMICS.

NOTES

[1]E. S. Buffa, *Modern Production Management*, 4th ed., John Wiley & Sons, Inc., New York, 1973; R. I. Levin and C. A. Kirkpatrick, *Quantitative Approaches to Management*, 3 ed., McGraw-Hill Book Company, New York, 1975; D. T. Phillips, A. Ravindran, and J. J. Solberg, *Operations Research, Principles and Practice*, John Wiley & Sons, Inc., New York, 1976.

[2]R. E. Machol, *Elementary Systems Mathematics: Linear Programming for Business and the Social Science*, McGraw-Hill Book Company, New York, 1976; Phillips et al., *Operations Research, Principles and Practice*.

[3]R. E. Shannon, *Systems Simulation: The Art and Science*, Prentice-Hall, Inc., Englewood Cliffs, N.J., 1975.

REFERENCE

Loomba, N. P.: *Linear Programming: A Management Perspective*, 2d ed., The Macmillan Company, New York, 1976.

FIGURE 1 (b). Bittel, Lester R. Encyclopedia of Professional Management, 1978. p. 819.

Go on to page 5.

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The intervening text breaks the subject into subdivisions, laying the subject out like a map:

Numerical procedures are iterative in nature (trial and error) and are usually referred to as algorithms. An *algorithm* is a systematic step-by-step procedure for finding a solution. Numerical techniques consist essentially of substituting different numbers for the symbols in the model and finding which set of substituted numbers yield the maximum effectiveness. Usually some set of rules (algorithm) is used to determine which set of numbers will be tried next. Such a procedure (which might be thought of as directed trial and error) is called *iteration*. Analytic procedures are essentially deductive in character, whereas numerical procedures are essentially inductive in character.

Classification of Mathematical Models In order to discuss and understand the relationship between the various mathematical techniques and models, it is convenient to try to establish a framework or classification scheme. Any such attempt suffers, of course, from its inability to show models which fall into several categories.

I. *Deterministic models*
  A. Analytic (mathematical solution)
    1. Calculus
    2. Linear algebra
    3. Differential equations
  B. Numerical (iterative)
    1. Linear programming
      (*a*) Simplex algorithm
      (*a*) Transportation algorithm
      (*c*) Assignment algorithm
      (*d*) Goal programming
    2. Network optimization algorithms
      (*a*) Maximum flow
      (*b*) Shortest path
      (*c*) Longest path
      (*d*) PERT/CPM
    3. Integer programming
      (*a*) Branch and bound algorithm
      (*b*) Zero-one algorithm
    4. Nonlinear programming
      (*a*) Search techniques
      (*b*) Separable programming
      (*c*) Quadratic programming
      (*d*) Geometric programming
    5. Dynamic programming
    6. Heuristic algorithms
    7. Gaming theory

II. *Probabilistic models*
  A. Analytic (theoretical)
    1. Probability theory
    2. Queueing theory
    3. Markov processes
    4. Renewal processes
  B. Numerical (iterative and empirical)
    1. Simulation
    2. Expected value
    3. Decision trees
    4. Regression analysis

The characteristics of some of these models will be described below.

Deterministic Models Many decision problems lend themselves to direct solution through the use of classical mathematical techniques. The system being studied can often be represented by an equation or set of equations which can be solved directly by calculus, linear algebra, or the methods of differential equations. For example, deterministic inventory control problems can be modeled as an equation which can be differentiated, set equal to zero, and solved for the decision variables of interest. Likewise, many control problems can be represented by a set of differential equations which can then be solved directly.

FIGURE 2. Bittel, Lester R. Encyclopedia of Professional Management, 1978. p. 815.

This makes it simple to choose one particular facet of a large topic. You can move from the general:

operations research

to

probabilistic models (subdivision)

to

the specific:

Markov process (specific kind of probabilistic model)

Go on to page 6.

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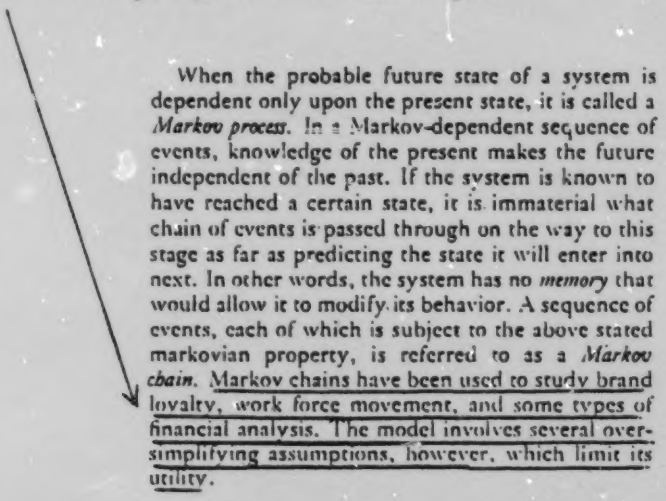
There is nothing for you to do except to decide on whatever application you prefer to investigate:



When the probable future state of a system is dependent only upon the present state, it is called a *Markov process*. In a Markov-dependent sequence of events, knowledge of the present makes the future independent of the past. If the system is known to have reached a certain state, it is immaterial what chain of events is passed through on the way to this stage as far as predicting the state it will enter into next. In other words, the system has no *memory* that would allow it to modify its behavior. A sequence of events, each of which is subject to the above stated markovian property, is referred to as a *Markov chain*. Markov chains have been used to study brand loyalty, work force movement, and some types of financial analysis. The model involves several over-simplifying assumptions, however, which limit its utility.

FIGURE 3. Bittel, Lester R. Encyclopedia of Professional Management, 1978. p. 817.

You might choose to research specific applications of Markov chains, such as those mentioned in the above paragraph.

or

You could weigh the advantages/limitations or the Markov process as a predictor.

or

You might prefer to compare its usefulness against that of another kind of probabilistic model.

Any of these would be appropriate topics for a research paper.

Go on to page 7.

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Subject encyclopedias serve another useful purpose. In some of the chapters which follow, we will discuss the problem of SUBJECT HEADINGS, or finding the appropriate words to use in searching for information about your topic. Subject encyclopedias can help you get started by explaining the synonyms (some of which may never have occurred to you) used to describe your topic. Make a note of these synonyms as you find them in the text.

Operations research and mathematical modeling

Since the early 1940s something called *operations research* in the United States and *operational research* in Great Britain (and *management science* in many university business admininstration or management schools) has emerged and developed to extraordinary dimensions. Operations research (commonly referred to as OR) has established itself as an activity that can and does bring new concepts, new ideas, new attitudes, and new approaches to the aide of management. Despite OR's rapid growth and increasing acceptance by all types of organizations, a great deal of confusion exists in many people's minds as to its nature and domain. In some aspects, it is similar to systems engineering and industrial engineering. It also depends heavily upon model building, applied mathematics, and applied economics. But these elements do not define OR. For example, *OR is not* (1) simply a collection of tools and/or mathematical techniques such as linear programming, theory of games, simulation, and queueing theory; (2) mathematical model building and manipulation, unless one wishes to conclude that all science is operations research; (3) utilization of interdisciplinary teams to study complex problems, although this approach is often followed; (4) a form of management. In fact, without the existence and participation of management, OR is a meaningless academic exercise.

synonyms

FIGURE 4. Bittel, Lester R. Encyclopedia of Professional Management, 1978. p. 810.

Go on to page 8.

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Finally, be advised that the way you have probably always used an encyclopedis, thumbing through the pages until you find your subject, is another example of the inefficient way to proceed. Always start by locating your subject in the index first, because the index will point out articles about related subjects which also happen to mention the subject which you are investigating.

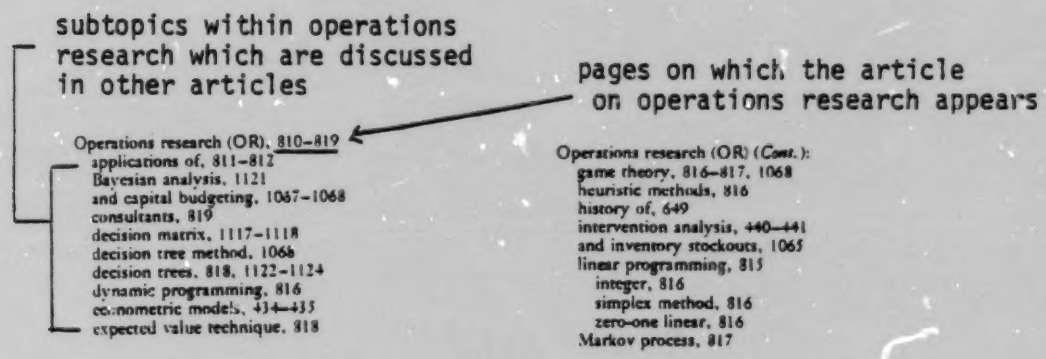

FIGURE 5. Bittel, Lester R. Encyclopedia of Professional Management, 1978. p. 1285.

Go on to page 9.

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Which of the following subjects would be a manageable topic for a research paper of six to eight pages?

(a) Business cycles (Turn to page 10)

(b) Quality control in accounting (Turn to page 11)

(c) History of macroeconomic theory (Turn to page 12)

Well, "business cycles" is admittedly narrower than just "business", but that's about the only point in its favor. Are you planning to cover recessions, depressions, inflation, forecasting, and all of the other aspects of business cycles in a few pages? Go back to page 2 and reveiw the first paragraph. Then try the question again.

Excellent, you chose one small aspect of the large subject of accounting.

If you feel fairly certain that you understand how to select a topic, you may go on to Chapter 2.

Not even John Kenneth Galbraith could do justice to two hundred years of economics in six pages. Review page 2 and then try the question again.

Chapter 2

FINDING BIBLIOGRAPHIES

Once you have selected your topic, you are ready to begin the search for information. At this point, most people go directly to the card catalog to look for books. While there is nothing inherently "wrong" with this approach, it does have one important limitation. A card catalog lists only the books which are available in any given library. The smaller the library, the less you will be able to find out about your topic.

A more comprehensive approach at this early stage of your research is to look for BIBLIOGRAPHIES of your topic. A bibliography is simply a list of books and articles about a given subject, the same kind of list that you will add to your research paper to indicate the sources of your information. While the bibliography for your research paper will be short, some bibliographies try to identify everything ever written about a subject, and are so long that they are published as books.

A bibliography can help you in two important ways:

(1) It identifies all the important books and articles that have been written about your subject, so that you can make Interlibrary Loan requests for those that are unavailable in our library.

(2) It saves you time. Since someone has already spent hours uncovering sources of information about your subject, you don't have to.

Go on to page 2.

You can find bibliographies by using Bibliographic Index, which lists bibliographies published as books or as parts of books, pamphlets, and periodical articles. Both English and foreign language bibliographies are included, and each one contains at least fifty items; shorter bibliographies are not included. Bibliographic Index is published in two semiannual issues, which are cumulated (combined) in one volume at the end of the year.

In order to find bibliographies on Markov processes, the topic we selected in Chapter 1, we would first look up the term in the most recent volume of Bibliographic Index, and then in the preceding volumes. Each source listed under the subject heading, "Markov processes" is called an ENTRY. The entries under the sample below show bibliographies that are included in four books and one periodical article. The parts of an entry are indicated by arrows.

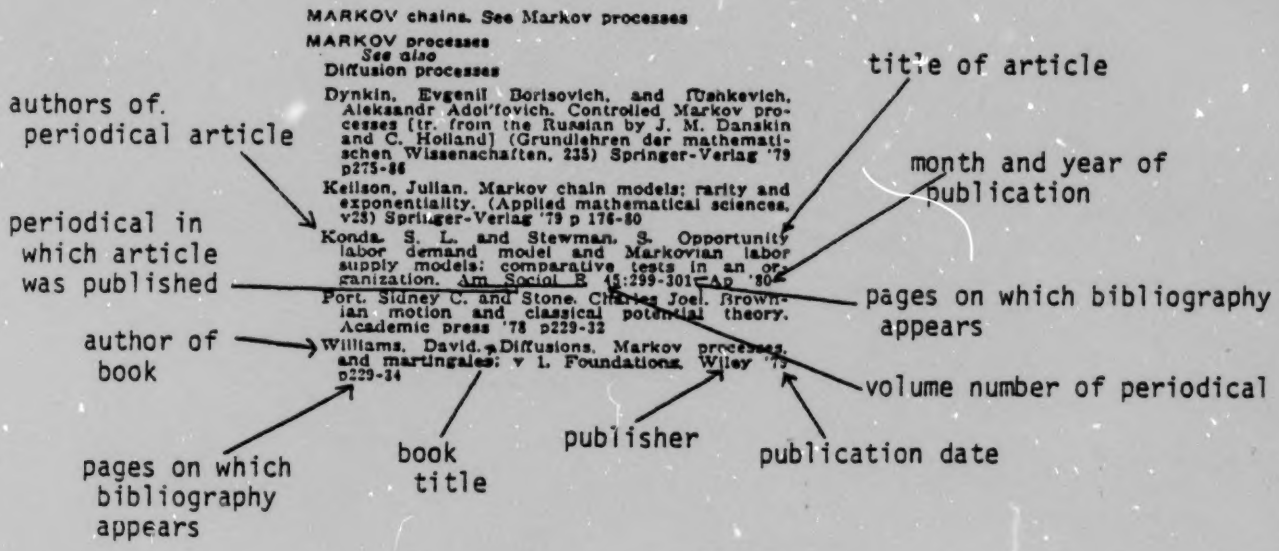
MARKOV chains. See Markov processes
MARKOV processes
See also
Diffusion processes
Dynkin, Evgenii Borisovich, and Yushkevich, Aleksandr Adol'fovich. Controlled Markov processes [tr. from the Russian by J. M. Danskin and C. Holland] (Grundlehren der mathematischen Wissenschaften, 235) Springer-Verlag '79 p275-86
Keilson, Julian. Markov chain models: rarity and exponentiality. (Applied mathematical sciences, v28) Springer-Verlag '79 p 176-80
Konda, S. L. and Stewman, S. Opportunity labor demand model and Markovian labor supply models: comparative tests in an organization. Am Sociol R 45:299-301 Ap '80
Port, Sidney C. and Stone, Charles Joel. Brownian motion and classical potential theory. Academic press '78 p229-32
Williams, David. Diffusions, Markov processes, and martingales; v 1, Foundations. Wiley '79 p229-34
authors of periodical article
periodical in which article was published
author of book
pages on which bibliography appears
book title
publisher
publication date
volume number of periodical
pages on which bibliography appears
month and year of publication
title of article

FIGURE 6. Bibliographic Index, 1981. p. 380.

Go on to page 3.

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While the majority of entries in Bibliographic Index are for books, periodical articles with long bibliographies are also included. The titles of these periodicals are abbreviated in the entry; you will have to check the list of abbreviations at the front of the volume to get the full title.

MARKOV processes
See also
Diffusion processes

Dynkin, Evgenii Borisovich, and Yushkevich, Aleksandr Adol'fovich. Controlled Markov processes (tr. from the Russian by J. M. Danskin and C. Holland) (Grundlehren der mathematischen Wissenschaften, 235) Springer-Verlag '79 p275-86

Keilson, Julian. Markov chain models; rarity and exponentiality. (Applied mathematical sciences, v28) Springer-Verlag '79 p 178-80

Konda, S. L. and Stewman, S. Opportunity labor demand model and Markovian labor supply models; comparative tests in an organization. Am Sociol R 45:299-301 Ap '80

Periodical Abbreviations

AB Bkmans W—AB Bookman's Weekly
ACM Trans Math Software—ACM Transactions on Mathematical Software (Association for Computing Machinery)
AIAA J—AIAA Journal (American Institute of Aeronautics & Astronautics)
AIChE J—American Institute of Chemical Engineers. Journal
ASLE Trans—ASLE Transactions (American Society of Lubrication Engineers)
ASME Trans Ser I—American Society of Mechanical Engineers. Transactions. Series I: Journal of Fluids Engineering
Acad Mgt J—Academy of Management. Journal
Acad Mgt R—Academy of Management Review
Account & Bus Res—Accounting and Business Research
Account R—Accounting Review
Acoust Soc Am J—Acoustical Society of America. Journal
Acta Sociol—Acta Sociologica
Adm Sci Q—Administrative Science Quarterly
Adolescence—Adolescence
Aegyptus—Aegyptus
African Stud—African Studies
Africana J—Africana Journal
Aggressive Behavior—Aggressive Behavior
Agric Hist R—Agricultural History Review
Air Poll Control Assn J—Air Pollution Control Association. Journal
Am Acad Child Psychiat J—American Academy of Child Psychiatry. Journal
Am Acad Relig J—American Academy of Religion. Journal
Am Ann Deaf—American Annals of the Deaf
Am Anthropol—American Anthropologist
Am Antiq—American Antiquity
Am J Psychol—American Journal of Psychology
Am J Psychother—American Journal of Psychotherapy
Am J Sci—American Journal of Science
Am J Sociol—American Journal of Sociology
Am Jewish Yr Bk—American Jewish Year Book
Am Lib—American Libraries
Am Math M—American Mathematical Monthly
Am Math Soc Mem—American Mathematical Society. Memoirs
Am Meteorol Soc Bull—American Meteorological Society. Bulletin
Am Midl Nat—American Midland Naturalist
Am Min—American Mineralogist
Am Oil Chem Soc J—American Oil Chemists' Society. Journal
Am Philos Q—American Philosophical Quarterly
Am Philos Soc Proc—American Philosophical Society, Philadelphia. Proceedings
Am Philos Soc Trans—American Philosophical Society, Philadelphia. Transactions
Am Plan Assn J—American Planning Association. Journal
Am Pol Sci R—American Political Science Review
Am Psychoanal Assn J—American Psychoanalytic Association. Journal
Am Psychol—American Psychologist
Am Q—American Quarterly
Am Sch Orient Res Bull—American Schools of Oriental Research. Bulletin
Am Sci—American Scientist
Am Soc Civil Eng Proc—American Society of Civil Engineers. Proceedings
Am Soc Psychical Res J—American Society for Psychical Research. Journal
Am Sociol R—American Sociological Review
Am Speech—American Speech

FIGURE 7. Bibliographic Index, 1981. p. vii and 380.

Probably you have noticed by now that with Bibliographic Index you accomplish two purposes with one step. You find a book or periodical article in which you can read about your topic, and at the same time get a bibliography of additional sources to consult.

Go on to page 4.

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Although most of the bibliographies in Bibliographic Index are attached to a book about the subject, you will also find some which have been independently published as books or pamphlets.

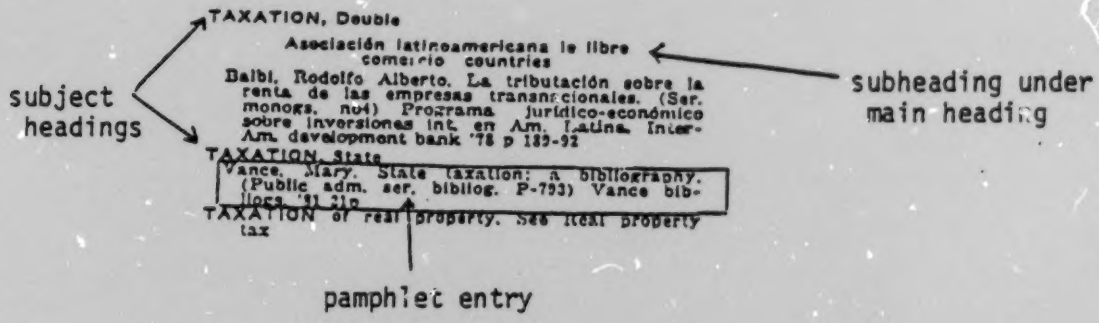

TAXATION, Double
Asociación latinoamericana le libre comercio countries
Dalbi, Rodolfo Alberto. La tributación sobre la renta de las empresas transnacionales. (Ser. monogs. no4) Programa jurídico-económico sobre inversiones int. en Am. Latina. Inter-Am. development bank '78 p 189-92
TAXATION, State
Vance, Mary. State taxation: A bibliography. (Public adm. ser. bibliog. P-793) Vance biblogs '81 21p
TAXATION of real property. See real property tax
subject headings
subheading under main heading
pamphlet entry

FIGURE 8 (a). Bibliographic Index, 1981. p. 597.

You can easily tell the difference between an entry for a bibliography which is part of a book and one which is a book or pamphlet

Book which includes bibliography

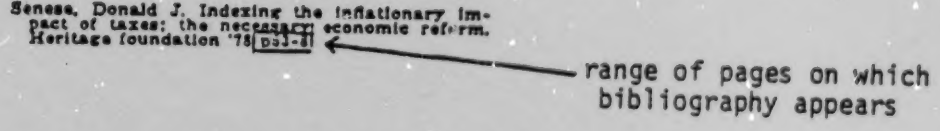

Senese, Donald J. Indexing the inflationary impact of taxes: the necessary economic reform. Heritage foundation '78 p31-4
range of pages on which bibliography appears

FIGURE 8 (b). Bibliographic Index, 1981. p. 597.

Pamphlet

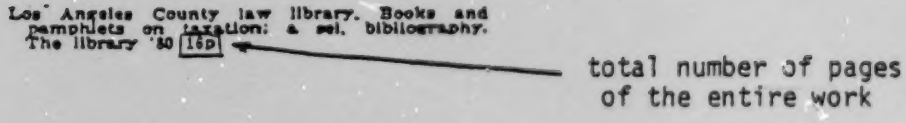

Los Angeles County law library. Books and pamphlets on taxation: a sel. bibliography. The library '80 16p
total number of pages of the entire work

FIGURE 8 (c). Bibliographic Index, 1981. p. 597.

Go on to page 5.

BEST COPY AVAILABLE

Look at the two sample entries below. One is a pamphlet, the other is part of a book. Which one is the PAMPHLET?

(a)

MANAGEMENT research
White, Anthony G. Translating administrative theory to practice; a sel. bibliography. (Public adm. ser. bibliog. P-672) Vance bibliogs. '81 ip

(Turn to page 6)

FIGURE 9 (a). Bibliographic Index, 1981. p. 375.

(b)

MANAGERIAL accounting
Simpson, L. Management accounting; techniques for non-financial managers. Business bks. '74 b225-9

(Turn to page 7)

FIGURE 9 (b). Bibliographic Index, 1981. p. 375.

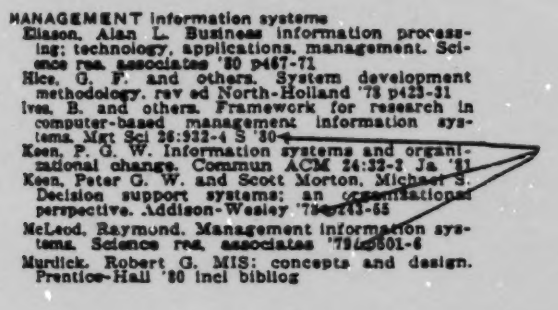
BEST COPY AVAILABLE

Correct. Since the total number of pages is given (5p), this entry is a separate publication; it is not part of a book or journal article.

Go on to page 8.

No, you are mistaken. Review page 4 and see if you can figure out why. Then turn to page 6 for the correct answer.

Always be sure to note the publication date of a bibliography. Older ones will not include the most recently published material.



MANAGEMENT information systems
Elason, Alan L. Business information processing: technology, applications, management. Science res. associates '80 p467-71
Hice, G. F. and others. System development methodology. rev ed North-Holland '78 p423-31
Ives, B. and others. Framework for research in computer-based management information systems. Mgt Sci 26:932-4 S '80
Keen, P. G. W. Information systems and organizational change. Commun ACM 24:32-2 Ja '81
Keen, Peter G. W. and Scott Morton, Michael S. Decision support systems: an organizational perspective. Addison-Wesley '78 p243-55
McLeod, Raymond. Management information systems. Science res. associates '79 p501-6
Murdick, Robert G. MIS: concepts and design. Prentice-Hall '80 incl bibliog

publication dates

FIGURE 10. Bibliographic Index, 1981. p. 375.

Then, after you have the bibliography in hand, check the introduction or preface to determine the SCOPE, the limits that the author set for himself in compiling the work. Some bibliographies are limited to materials published within a particular span of years (e.g. 1970-1980) or to a particular format (e.g. books but not periodical articles). Some bibliographies are comprehensive, covering everything ever published about the subject; others are selective, and include only publications which the author considers most important.

Once you have compiled a list of bibliographies on your topic, you can find out which ones are available in our library by looking in the card catalog. In order to use the catalog effectively, you will need to understand some of its special features. Answer the questions about using Bibliographic Index which appear on page 9, and then turn to Chapter 3, which explains the card catalog.

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NAME:_____ INSTRUCTOR:_____

QUESTIONS TO ANSWER IN THE LIBRARY

Look up "management information systems" in any recent volume of Bibliographic Index. Write the number or date of the volume you choose here_____.

1. Look at the first entry under "management information system" and copy the entry exactly as it appears on the page. (if the first entry is in a foreigh language, choose the next one that appears in English.)

   Is the bibliography in this entry part of a book, part of a periodical article, or a separate publication?

2. Give the author(s).

   Title of the publication.

   Date published

   Length of bibliography.

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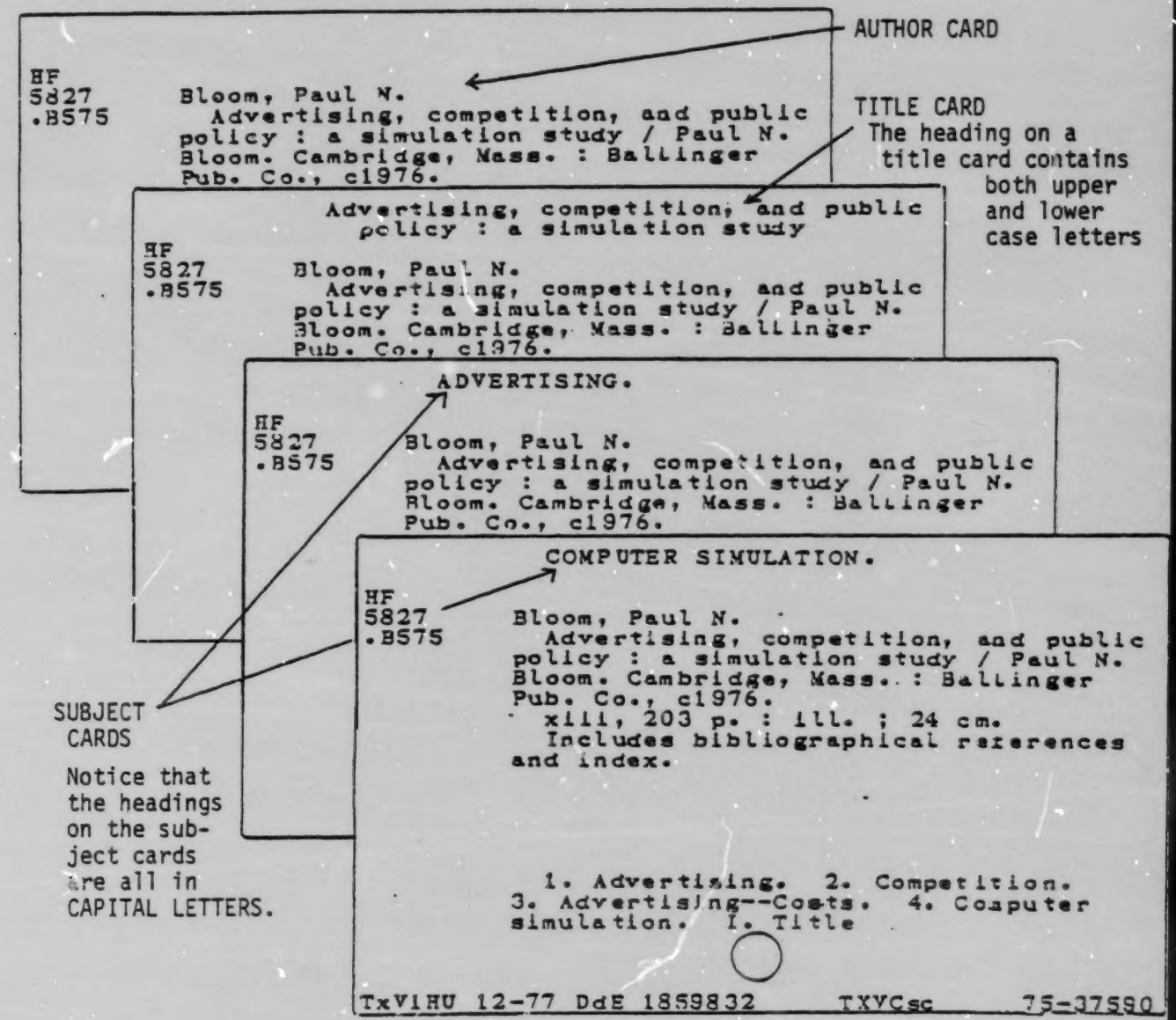
Chapter 3

THE CARD CATALOG

The CARD CATALOG is an index to all the books, audio-visual materials and sound recordings in the library. The catalog of the VC/UHV Library is divided into two separate physical parts:

AUTHOR/TITLE CATALOG. This section contains a card for the author(s) and title of every book in the library.

SUBJECT CATALOG. Each nonfiction book in the Author/ Title Catalog also has one or more cards in the Subject Catalog filed under SUBJECT HEADINGS, which describe what the book is about.


AUTHOR CARD
HF
5827
.B575
Bloom, Paul N.
Advertising, competition, and public policy : a simulation study / Paul N. Bloom. Cambridge, Mass. : Ballinger Pub. Co., c1976.
TITLE CARD
The heading on a title card contains both upper and lower case letters
Advertising, competition, and public policy : a simulation study
HF
5827
.B575
Bloom, Paul N.
Advertising, competition, and public policy : a simulation study / Paul N. Bloom. Cambridge, Mass. : Ballinger Pub. Co., c1976.
ADVERTISING.
HF
5827
.B575
Bloom, Paul N.
Advertising, competition, and public policy : a simulation study / Paul N. Bloom. Cambridge, Mass. : Ballinger Pub. Co., c1976.
COMPUTER SIMULATION.
HF
5827
.B575
Bloom, Paul N.
Advertising, competition, and public policy : a simulation study / Paul N. Bloom. Cambridge, Mass. : Ballinger Pub. Co., c1976.
xiii, 203 p. : ill. ; 24 cm.
Includes bibliographical references and index.
1. Advertising. 2. Competition. 3. Advertising--Costs. 4. Computer simulation. I. Title
TxVlHU 12-77 DdE 1859832 TXVCsc 75-37590
SUBJECT CARDS
Notice that the headings on the subject cards are all in CAPITAL LETTERS.

We will discuss the SUBJECT CATALOG in the next chapter. For now, we will concentrate on the Author/Title Catalog.

Go on to page 2.

Even when you know the author or exact title of the book you need, you may have trouble finding it in the card catalog, unless you understand the order in which the cards are filed.

When you use a dictionary, you find the words in LETTER BY LETTER alphabetical order. Catalog cards are not filed in the same kind of letter by letter order that you are used to in a dictionary -- they are filed WORD BY WORD.

The dictionary's letter by letter method ignores spaces between words in names and phrases, and treats them as though they were one continuous word. The word by word method used in card catalogs treats each word in a name, title or subject heading as a complete alphabetical unit.

For example:

WORD BY WORD (as in card catalog)	LETTER BY LETTER (as in dictionary)
San Marcos	Sandburg, Carl
sand painting	sand painting
Sandburg, Carl	sandstorm
sandstorm	San Marcos

Go on to page 3.

Libraries have developed FILING RULES to take care of some of the special problems of filing cards in the catalog. We will discuss some of the most important ones:

1. When a title begins with the articles a, an, or the, we ignore them and file the card alphabetically by the next word.

   For example: The Managerial Grid is filed under Managerial.

2. Abbreviations are filed as though they were spelled out.

   For example: St. is filed as though it were Saint.

   Mr. is filed as though it were Mister.

3. A proper name on an author card is filed before that same name when it appears as the first word on a title card.

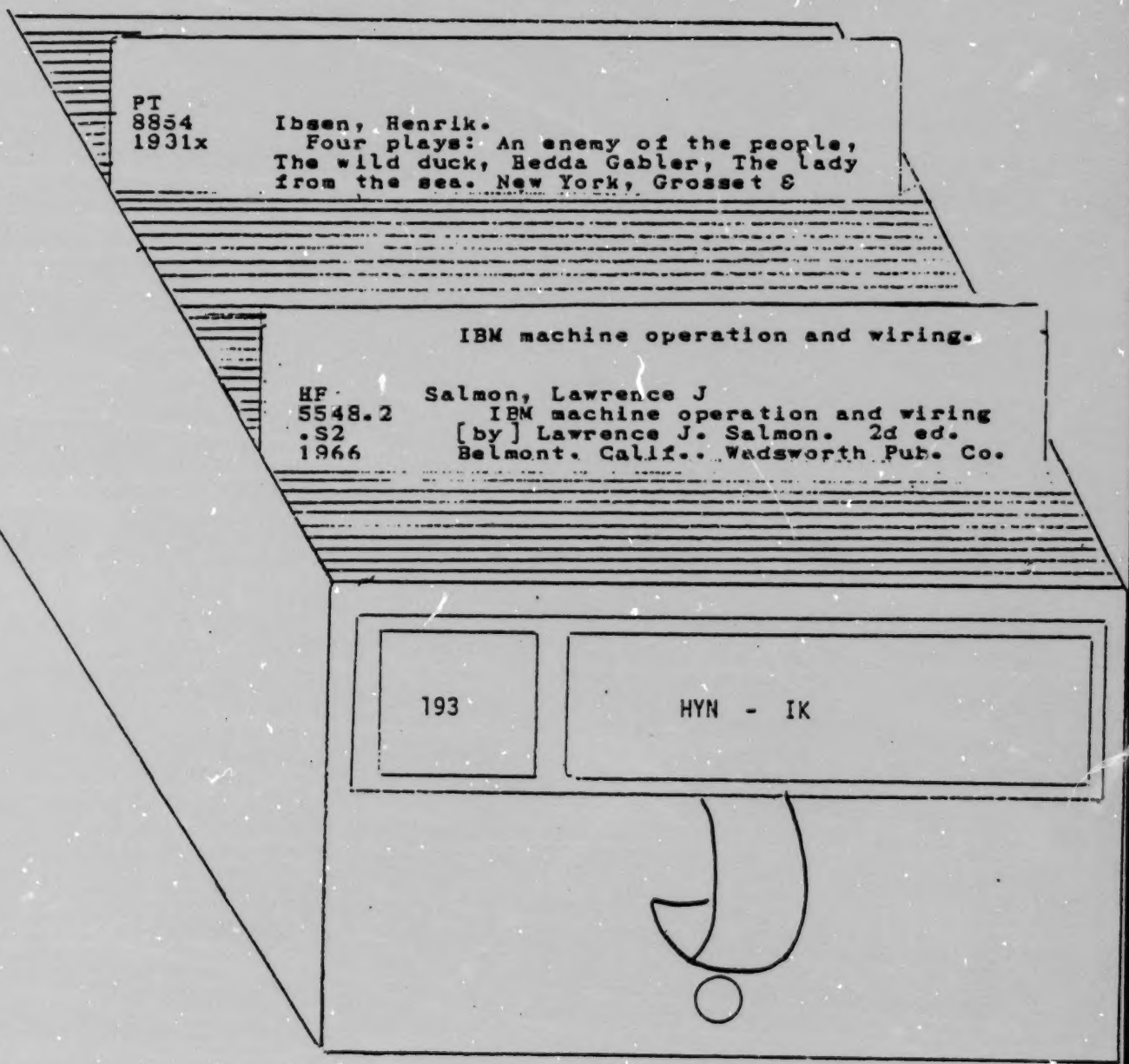
   For example: Keynes, John Maynard is filed before

   Keynes' Monetary Thought: A Study of Its Development.

Go on to page 4.

4. Initials and acronyms are filed at the beginning of each new letter of the alphabet, before any words beginning with that letter.

The catalog drawer simulation below shows that IBM Machine Operation and Wiring is filed where the letter I begins in the drawer, and before Ibsen, Henrik and other authors whose names begin with I.



Go on to page 5.

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5. Some libraries file numbers as though they were spelled out:

> 101 Management Problems and How To Solve Them would be filed in the O's as though it were One Hundred One.

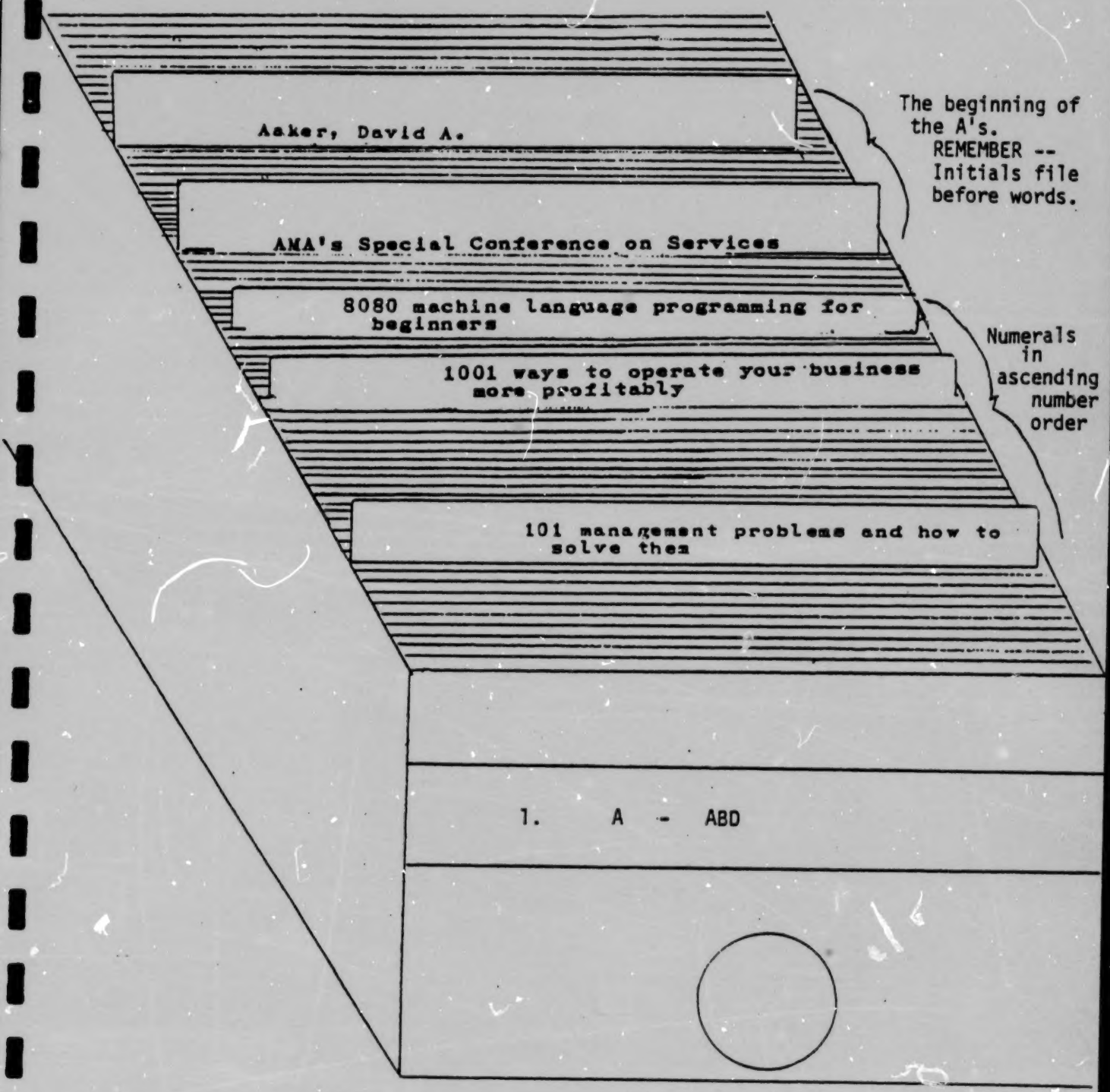
In the VC/UHVC catalog, however, numbers which are written as numerals are filed in numerical order in the first catalog drawer before the A's.

Therefore:

> 1001 Ways To Operate Your Business More Profitably would file after 101 Management Problems and How To Solve Them, and before any words beginning with the letter A.

THROUGHLY CONFUSED???

Go on to page 6 for a complete example.


Aaker, David A.
AMA's Special Conference on Services
8080 machine language programming for beginners
1001 ways to operate your business more profitably
101 management problems and how to solve them
1. A - ABD
The beginning of the A's.
REMEMBER -- Initials file before words.
Numerals in ascending number order

Go on to page 7.

Is the following filing sequence correct?

Black American Writers

Black, Stephen

Mr. Kipling's Army

Models of Moral Education

Modelski, George

Moscow Diary

Yes. (Turn to page 8)

No. (Turn to page 9)

No, you are incorrect.

Review page 7 and see if you can find your mistake. Then start again from there.

Right! The filing order was incorrect.

Is it correct now?

Black, Stephen
Black American Writers
Mr. Kipling's Army
Modelski, George
Models of Moral Education
Moscow Diary

Yes. (Turn to page 10)

No. (Turn to page 11)

No, you are incorrect.

We corrected one error:

Wrong: Black American Writers

Black, Stephen

Right: Black, Stephen

Black American Writers

When an author's last name and the first word of a title are the same, the author is filed first.

We made an additional error, however. Review the discussion on WORD BY WORD filing on page 2. Then turn to page 11 for the correct answer.

Good! You noticed that Models of Moral Education should come before Modelski.

Remember that you can look up a book by either its author or its title. If you do not find it under one, you should double check under the other. Catalog cards are now printed by computer, but they must still be filed by mere fumble-fingered humans, and we may have accidentally misfiled the one you are looking for.

If you feel fairly certain that you understand filing order, you may go on to page 12.

Once you have located the catalog card for the book you are seeking, you have a decision to make: you must decide whether or not the book is <u>appropriate</u> for your <u>purpose</u>. You can do this <u>without</u> making a trip upstairs to search for the book on the shelf, <u>if</u> you understand how to decipher the information on the catalog card.

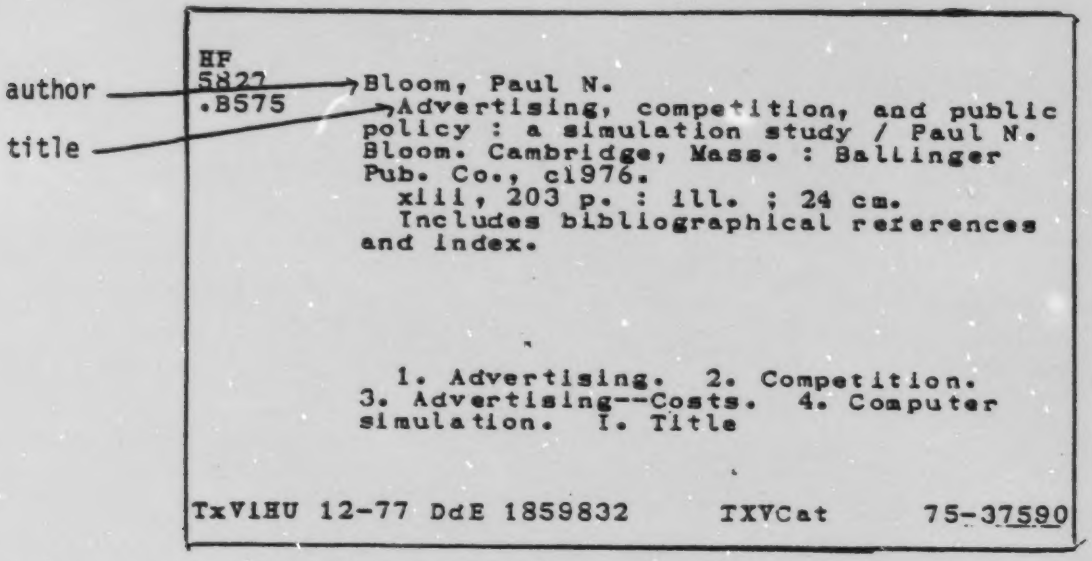
(NOTE: In the olden days, before xeroxing and computers, catalog cards had to be individually typed. Many libraries saved time and money by typing the full descriptive information about the book on the author card only. The author card was called the MAIN ENTRY, and the title and subject cards, with minimal information, were ADDED ENTRIES. If you have looked up an older book by one of these added entry cards, you may need to use the author card in order to get a full description of the book's contents.)

Go on to page 13.

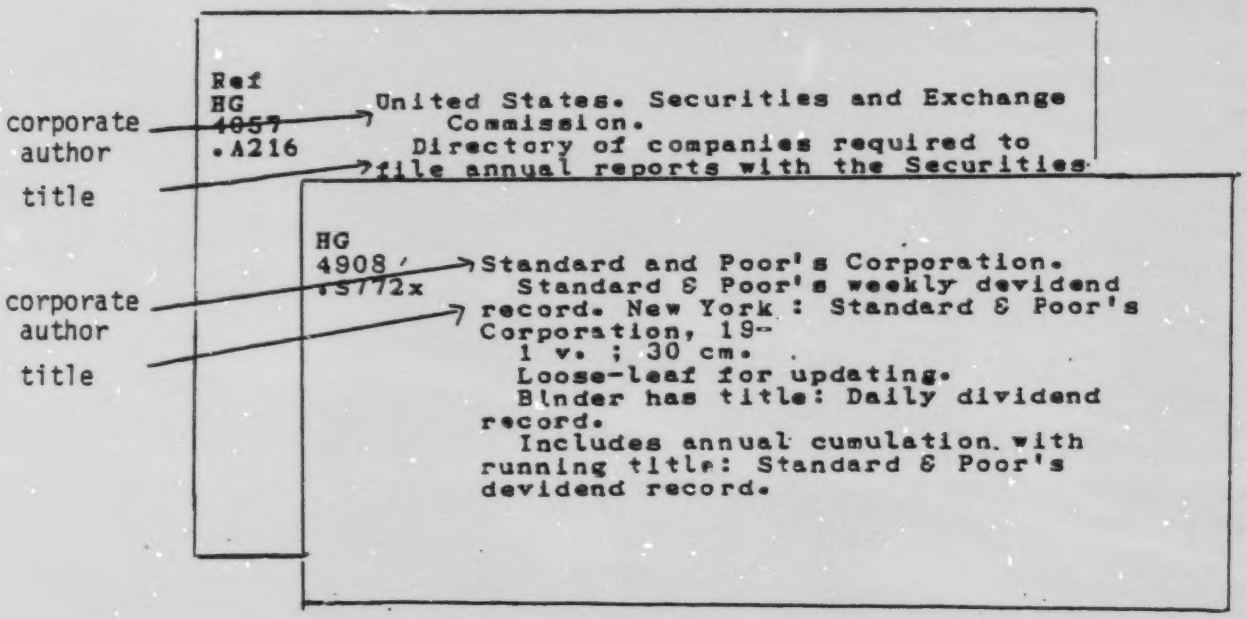
When you begin to look up books by subject headings, you may sometimes have a problem deciding what the correct author and title of the book are. This is because an author is not necessarily an individual. Governments, societies, institutions, and committees can also be authors: we call them CORPORATE AUTHORS.

The author's name, whether personal or corporate, is always printed near the first line of the call number, and the title is indented underneath it.

This is an example of a book by a personal author:

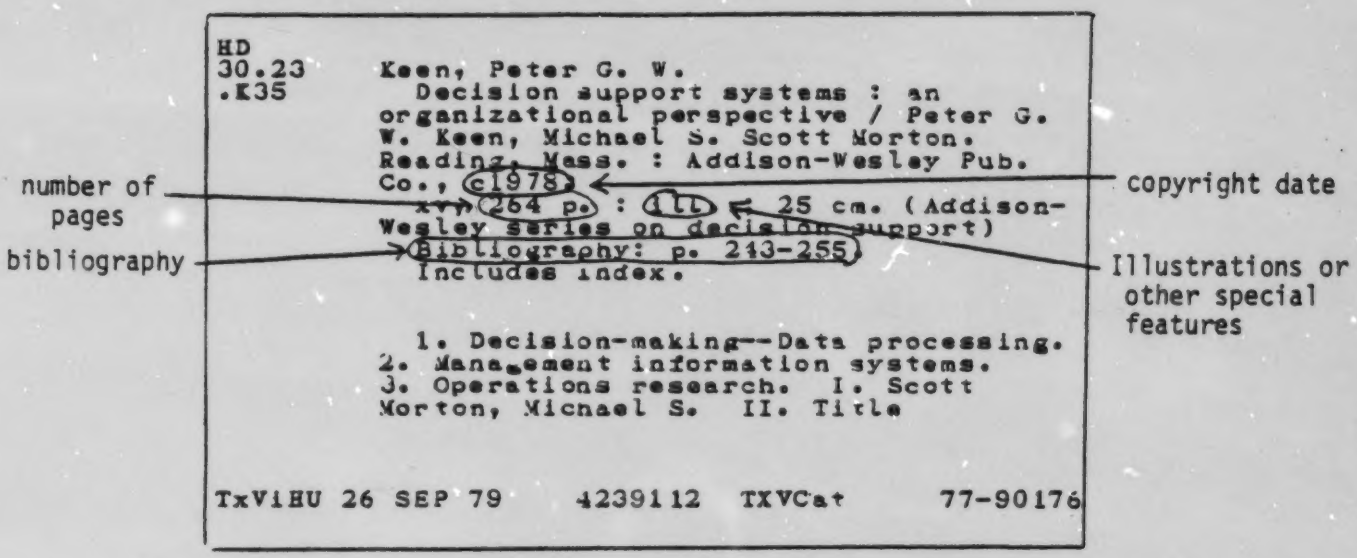

author
title
HF
5827
.B575
Bloom, Paul N.
Advertising, competition, and public policy : a simulation study / Paul N. Bloom. Cambridge, Mass. : Ballinger Pub. Co., c1976.
xiii, 203 p. : ill. ; 24 cm.
Includes bibliographical references and index.
1. Advertising. 2. Competition. 3. Advertising--Costs. 4. Computer simulation. I. Title
TxV1HU 12-77 DdE 1859832 TXVCat 75-37590

These are examples of books by corporate authors:



Go on to page 14.

Important items to note on a catalog card are:


HD
30.23
.K35
Keen, Peter G. W.
Decision support systems : an organizational perspective / Peter G. W. Keen, Michael S. Scott Morton. Reading, Mass. : Addison-Wesley Pub. Co., c1978
xvi, 264 p. : ill. ; 25 cm. (Addison-Wesley series on decision support)
Bibliography: p. 243-255.
Includes index.
1. Decision-making--Data processing. 2. Management information systems. 3. Operations research. I. Scott Morton, Michael S. II. Title
TxViHU 26 SEP 79 4239112 TXVCat 77-90176
number of pages
bibliography
copyright date
Illustrations or other special features

1. PUBLICATION DATE. This is the year that the book first appeared in print. You may sometimes hear the terms publication, copyright, and printing referred to as though they meant the same thing. Copyright date is the year that the rights to the book were reserved, and may precede the publication date by several years. After publication, a book may go through several more printings to meet the market demand, and these will be noted after the original publication date.

   Be cautious about books with older publication dates because

   a) the information may no longer be accurate
      or
   b) it may be outside the scope of your topic. If you are writing a paper on current trends in banking, a book published in 1974 will be of no use to you.

2. ILLUSTRATIONS, GRAPHS, OR MAPS. If the book contains any of these, they will be noted underneath the publisher's name and publication date. If, for example, you need to include pictures in your report, choose a book on the subject which says "Illus" or "Ill" (for illustrations) on the card.

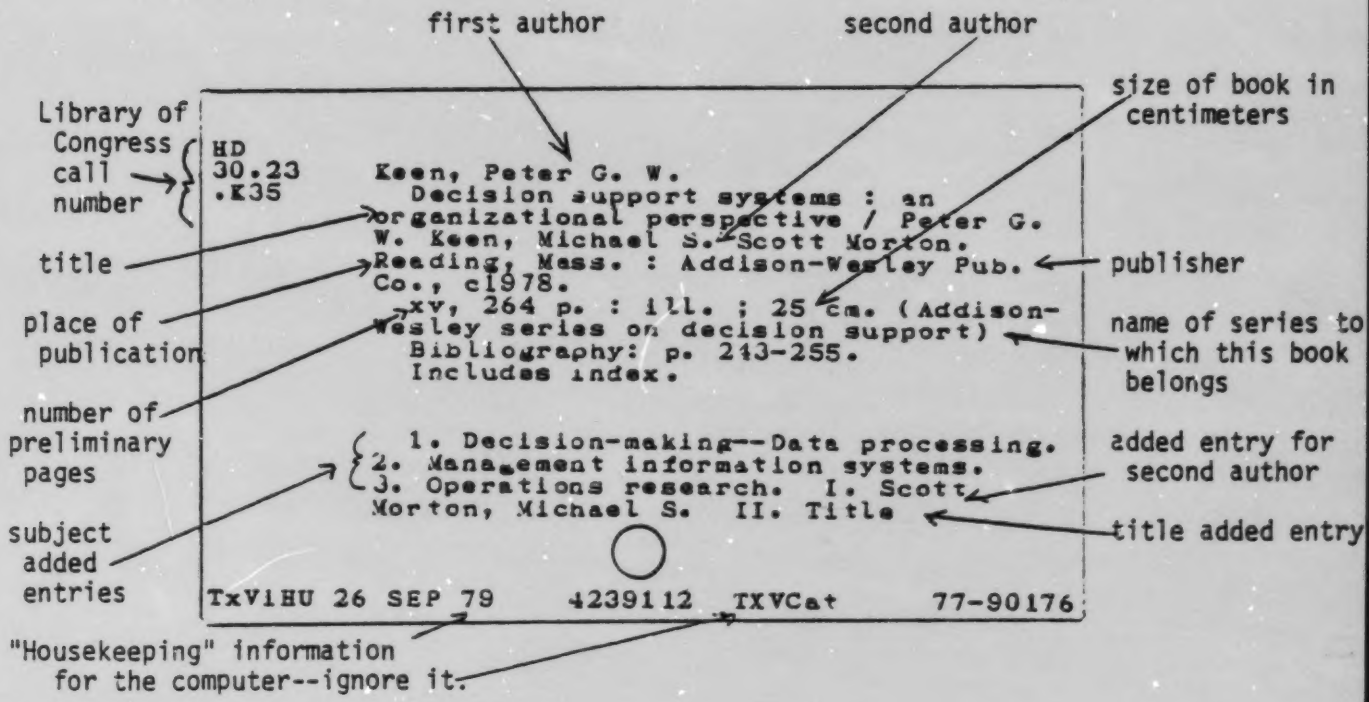
3. BIBLIOGRAPHY. This is always a lucky find. Some books contain a list of sources that the author used in compiling the book--and you can use them too!

4. NUMBER OF PAGES. If you don't have time to read a 1500 page treatise on your subject, pick a shorter book. The number of pages is always given.

Go on to page 15.

Just in case you're curious, we will point out all the mysterious things you can learn about a book without going to the trouble of checking it out.

(RELAX!! You don't have to memorize it!)


first author
second author
size of book in centimeters
Library of Congress call number
HD 30.23 .K35
Keen, Peter G. W.
Decision support systems : an organizational perspective / Peter G. W. Keen, Michael S. Scott Morton.
Reading, Mass. : Addison-Wesley Pub. Co., c1978.
xv, 264 p. : ill. ; 25 cm. (Addison-Wesley series on decision support)
Bibliography: p. 243-255.
Includes index.
1. Decision-making--Data processing. 2. Management information systems. 3. Operations research. I. Scott Morton, Michael S. II. Title
TxV1HU 26 SEP 79 4239112 TXVCat 77-90176
title
publisher
place of publication
name of series to which this book belongs
number of preliminary pages
added entry for second author
subject added entries
title added entry
"Housekeeping" information for the computer--ignore it.

If you're observant, you may have noticed by now that on some cards there is an easy way to distinguish authors and titles. Since the mid-1970's, catalog cards have followed International Standard Bibliographic Description (ISBD) format. On ISBD cards the author's name follows the title, and is separated from it by a "/" . Using the above example:

Title / Author(s)

Decision support systems : an organizational ... / Peter G. W. Keen, Michael S. Scott Morton.

Go on to page 16.

You are researching a paper of economic forecasting for raw materials markets, and you need to include graphs.

Would this book help you?

HF
1051
.M32 Malenbaum, Wilfred.
World demand for raw materials in 1985 and 2000 / Wilfred Malenbaum. New York : E/MJ Mining Information Services, c1978.
ix, 126 p. : graphs ; 26 cm.
Bibliography: p. 125-126.
Includes index.

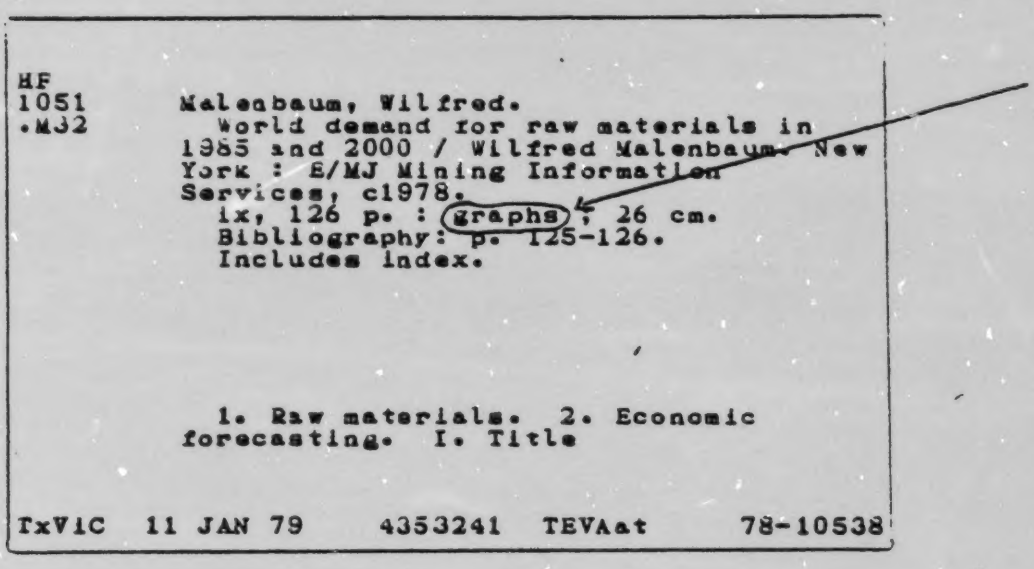
1. Raw materials. 2. Economic forecasting. I. Title

TxVic 11 JAN 79 4353241 TEVAat 78-10538

Yes. (Turn to page 17)

No. (Turn to page 18)

Very good! The note indicates that there are graphs in the book.



HF
1051
.M32

Malenbaum, Wilfred.
World demand for raw materials in 1985 and 2000 / Wilfred Malenbaum. New York : E/MJ Mining Information Services, c1978.
ix, 126 p. : graphs ; 26 cm.
Bibliography: p. 125-126.
Includes index.

1. Raw materials. 2. Economic forecasting. I. Title

TxVIC 11 JAN 79 4353241 TEVAat 78-10538

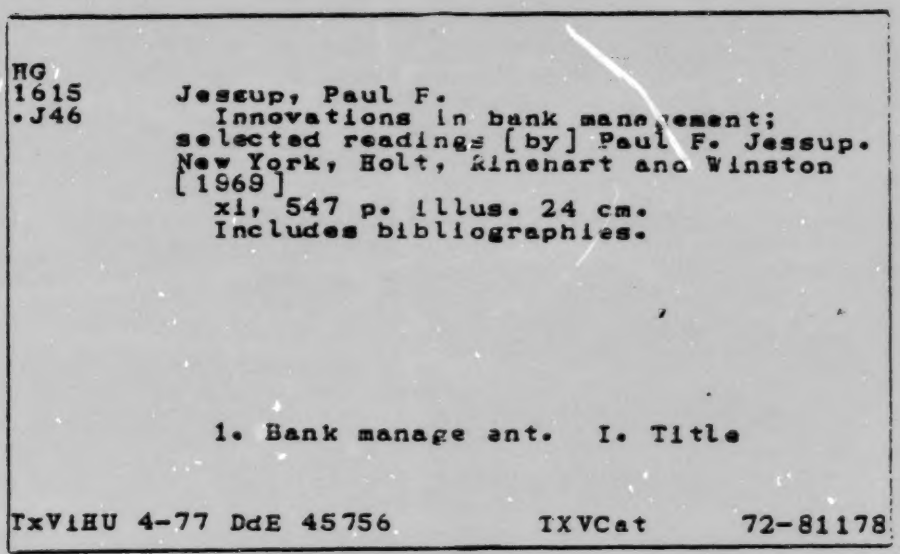
Go on to page 19.

Are you sure? Look at the card carefully, and review page 14.

Then turn to page 17.

You are researching a paper on new trends in bank management.

Would this book be worth reading?



HG
1615
.J46

Jessup, Paul F.
Innovations in bank management; selected readings [by] Paul F. Jessup. New York, Holt, Rinehart and Winston [1969]
xi, 547 p. illus. 24 cm.
Includes bibliographies.

1. Bank management. I. Title

TxViHU 4-77 DdE 45756 IXVCat 72-81178

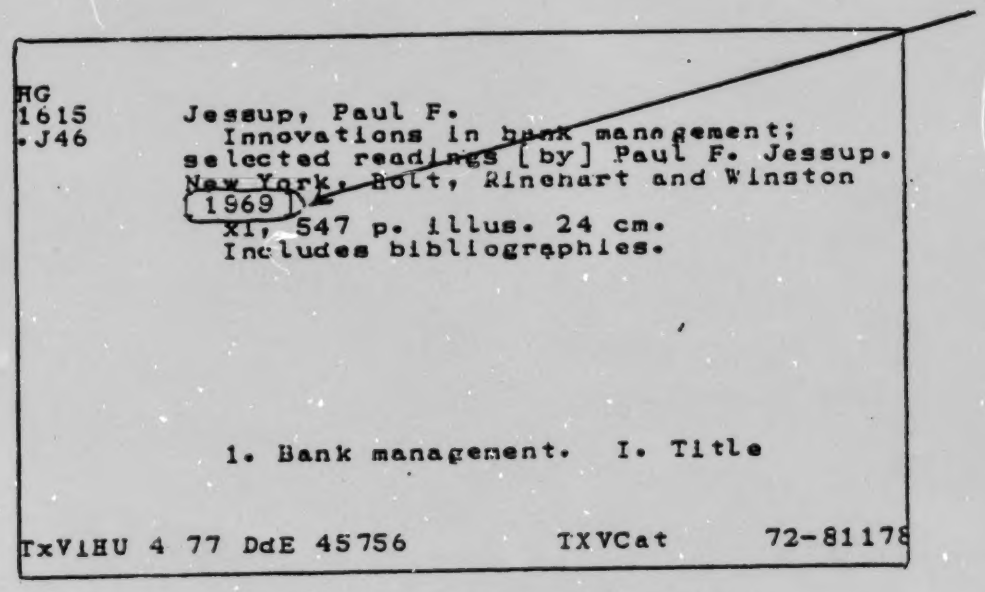
Yes. (Turn to page 20)

No. (Turn to page 21)

No. This book has one serious drawback as far as your topic is concerned.

Review page 14 and see if you can figure out what the problem is. Then turn to page 21.

Right. You noticed that the book has a very old publication date, and 1969's innovations are today's ancient history.



HG
1615
.J46

Jessup, Paul F.
Innovations in bank management; selected readings [by] Paul F. Jessup. New York, Holt, Rinehart and Winston [1969]
xi, 547 p. illus. 24 cm.
Includes bibliographies.

1. Bank management. I. Title

TxV1HU 4 77 DdE 45756 TXVCat 72-81178

If you feel relatively sure that you understand the material that we have discussed in this section, complete the library exercise on page 22, and then continue on to Chapter 4, SUBJECT HEADINGS.

NAME:_____ INSTRUCTOR:_____

QUESTIONS TO ANSWER IN THE LIBRARY

1. Look up MBO Can Work! in the Author/Title card catalog.

   Who is the author?

2. Look up 1001 Ways To Operate Your Business More Profitably.

   What is the call number?

3. Look up Businessman's Federal Tax Guide.

   Who is the author?

   What is the copyright date?

   Is the book illustrated?

   Does it contain a bibliography?

4. Now look up Business Planning And Forecasting.

   What is the call number?

   Did you find it filed before or after the card for Businessman's Federal Tax Guide in question 3?

Chapter 4

SUBJECT CATALOG AND SUBJECT HEADINGS

In the last chapter you learned how to find a book by its author or title in the AUTHOR-TITLE CATALOG. This is the method to use when you have a list of books, such as the bibliographies you find through Bibliographic Index, and you need to know if they are available in our Library.

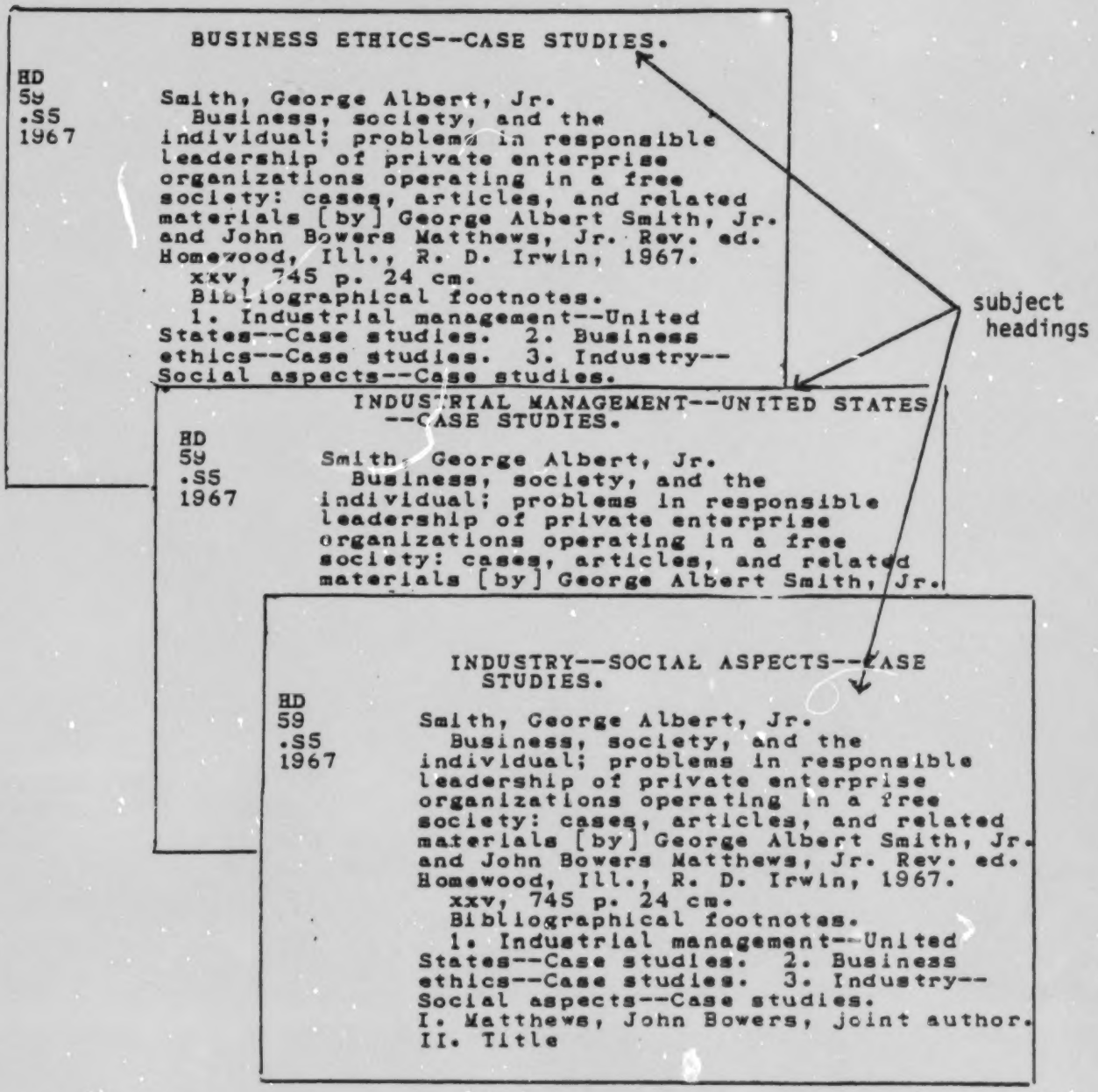
But suppose you have an obscure topic for which there are no published bibliographies?

Or suppose that the most recent bibliography that you are able to find was published three years ago, and you need to find out what has been written about the subject since then?

In these cases, you will need to use the SUBJECT CATALOG to find books on your topic. In order to use the subject catalog efficiently, you will need to know about SUBJECT HEADINGS.

Go on to page 2.

When a book arrives from the publisher, it is examined by a cataloger, who assignes it a call number and subject heading(s). A book can only be shelved in one location, and this presents a problem if the book happens to deal with more than one subject. SUBJECT HEADINGS solve the problem. Instead of buying several copies of a book and shelving them in different subject sections of the library, we make multiple subject cards, so that, as in the example below, three different people, looking up three different subjects in the SUBJECT CATALOG will find the same book:


BUSINESS ETHICS--CASE STUDIES.
HD
59
.S5
1967
Smith, George Albert, Jr.
Business, society, and the individual; problems in responsible leadership of private enterprise organizations operating in a free society: cases, articles, and related materials [by] George Albert Smith, Jr. and John Bowers Matthews, Jr. Rev. ed. Homewood, Ill., R. D. Irwin, 1967.
xxv, 745 p. 24 cm.
Bibliographical footnotes.
1. Industrial management--United States--Case studies. 2. Business ethics--Case studies. 3. Industry--Social aspects--Case studies.
subject headings
INDUSTRIAL MANAGEMENT--UNITED STATES --CASE STUDIES.
HD
59
.S5
1967
Smith, George Albert, Jr.
Business, society, and the individual; problems in responsible leadership of private enterprise organizations operating in a free society: cases, articles, and related materials [by] George Albert Smith, Jr.
INDUSTRY--SOCIAL ASPECTS--CASE STUDIES.
HD
59
.S5
1967
Smith, George Albert, Jr.
Business, society, and the individual; problems in responsible leadership of private enterprise organizations operating in a free society: cases, articles, and related materials [by] George Albert Smith, Jr. and John Bowers Matthews, Jr. Rev. ed. Homewood, Ill., R. D. Irwin, 1967.
xxv, 745 p. 24 cm.
Bibliographical footnotes.
1. Industrial management--United States--Case studies. 2. Business ethics--Case studies. 3. Industry--Social aspects--Case studies.
I. Matthews, John Bowers, joint author.
II. Title

Go on to page 3.

The problem, of course, is knowing what SUBJECT HEADING to look under. One of the commonest complaints heard among students is that familiar howl of despair: "The library doesn't have any books on my topic!" Sometimes this is true, but more often your failure to find material has a very simple cause--you may be looking under the wrong term.

For example, you may be frustrated because you can't find any books on the subject of "business espionage". The books are there all right, but they are filed under the SUBJECT HEADING "business intelligence". How are you supposed to know that? Not by intuition, ESP, or wild guessing, but by using the big red books called Library of Congress Subject Headings (LCSH), which are kept on the small table between the card catalogs.

The LSCH is a listing of all the SUBJECT HEADINGS that can be used in the SUBJECT CATALOG. The SUBJECT HEADING is always printed at the top of the card in CAPITAL LETTERS, and again at the bottom of the card in lower case letters in the section which shows TRACINGS or ADDED ENTRIES.

LCSH Excerpt

Business enterprises *(Indirect)*
Here are entered works on business concerns as legal entities, regardless of form of organization.
sa Afro-American business enterprises
Branches (Business enterprises)
Business enterprises, Foreign
Corporations
International business enterprises
Partnership
x Business organizations
Enterprises
Firms
Organizations, Business
xx Business
Commercial law
Entrepreneur
Universitates (Civil law)
— Finance
sa Accounts receivable loans
Cash management
Inventory loans
x Business finance
Managerial finance
— Registration and transfer *(Indirect)*
sa Business enterprises, Sale of
xx Non-contentious jurisdiction
Publicity (Law)
Recording and registration
Transfer (Law)
— Taxation *(Indirect)*
sa Business tax
Employment tax credit
— Valuation *(Indirect)*
sa Going concern (Accounting)

Card from Subject Catalog

Subject Heading

BUSINESS ENTERPRISES--FINANCE.

HG
4026
.E52
1978

Engler, George N.
Business financial management /
George N. Engler. -- Rev. ed. -- Dallas
: Business Publications, 1978.
xii, 688 p. : graphs ; 24 cm.
Includes bibliographies and index.

1. Corporations--Finance.
2. Business enterprises--Finance.
I. Title

TxViHU 03 MAR 80 3984489 TXVCsc 77-91320

Go on to page 4.

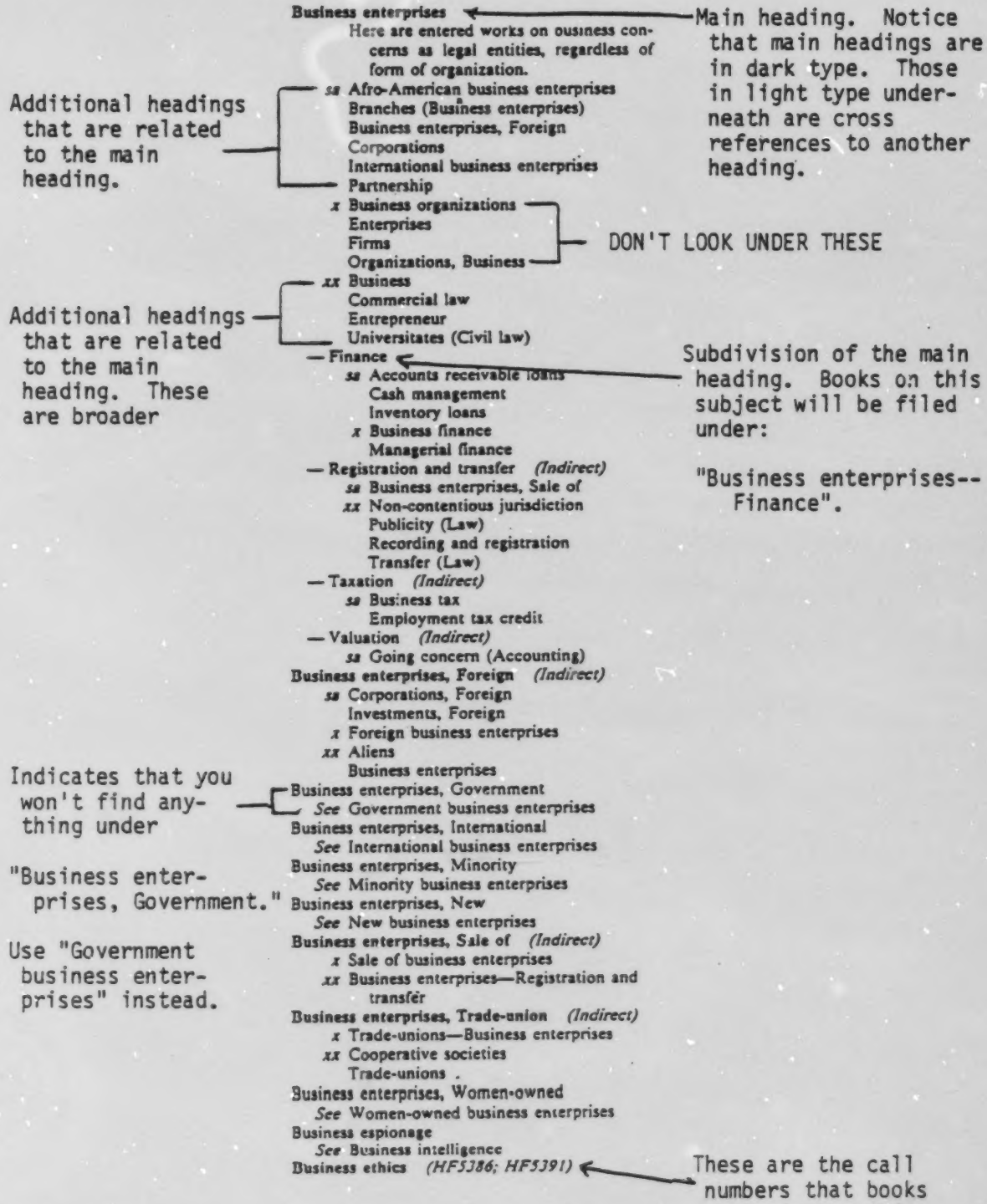
The first time you examine a page from LCSH it may look so complicated that you might be tempted to give up and go back to wild guessing. Don't worry. Remember how baffling road maps looked before you learned to drive? Well, LCSH is just another kind of map. It uses code symbols to explain the relationships among subject headings, just as the road map uses symbols to show how roads and cities are connected. Reading LCSH is no more difficult than reading a road map, once you understand what the symbols mean.

Here are the LCSH symbols and their meanings:

sa	See also. Directs you to related subject headings that may also be useful, and are often narrower in scope.
see	Directs you from a word that is <u>not</u> a subject heading to the correct word which <u>is</u> a heading.
x	These terms are <u>not</u> used as subject headings.
xx	Directs you to related headings that are often broader or more general in scope. You may want to consider them.
-	Indicates a subdivision of a main heading.

Go on to page 5.

When we look at a sample extract from LCSH, this is what it means:


Business enterprises
Here are entered works on ousiness concerns as legal entities, regardless of form of organization.
sa Afro-American business enterprises
Branches (Business enterprises)
Business enterprises, Foreign
Corporations
International business enterprises
Partnership
x Business organizations
Enterprises
Firms
Organizations, Business
xx Business
Commercial law
Entrepreneur
Universitates (Civil law)
— Finance
sa Accounts receivable loans
Cash management
Inventory loans
x Business finance
Managerial finance
— Registration and transfer (Indirect)
sa Business enterprises, Sale of
xx Non-contentious jurisdiction
Publicity (Law)
Recording and registration
Transfer (Law)
— Taxation (Indirect)
sa Business tax
Employment tax credit
— Valuation (Indirect)
sa Going concern (Accounting)
Business enterprises, Foreign (Indirect)
sa Corporations, Foreign
Investments, Foreign
x Foreign business enterprises
xx Aliens
Business enterprises
Business enterprises, Government
See Government business enterprises
Business enterprises, International
See International business enterprises
Business enterprises, Minority
See Minority business enterprises
Business enterprises, New
See New business enterprises
Business enterprises, Sale of (Indirect)
x Sale of business enterprises
xx Business enterprises—Registration and transfer
Business enterprises, Trade-union (Indirect)
x Trade-unions—Business enterprises
xx Cooperative societies
Trade-unions
Business enterprises, Women-owned
See Women-owned business enterprises
Business espionage
See Business intelligence
Business ethics (HF5386; HF5391)
Main heading. Notice that main headings are in dark type. Those in light type underneath are cross references to another heading.
Additional headings that are related to the main heading.
DON'T LOOK UNDER THESE
Additional headings that are related to the main heading. These are broader
Subdivision of the main heading. Books on this subject will be filed under:
"Business enterprises--Finance".
Indicates that you won't find anything under
"Business enterprises, Government."
Use "Government business enterprises" instead.
These are the call numbers that books on business ethics will be filed under.

Go on to page 6.

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Here is another excerpt from LCSH:

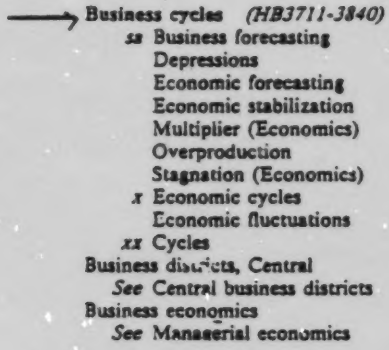
Business cycles *(HB3711-3840)*
sa Business forecasting
Depressions
Economic forecasting
Economic stabilization
Multiplier (Economics)
Overproduction
Stagnation (Economics)
x Economic cycles
Economic fluctuations
xx Cycles
Business districts, Central
See Central business districts
Business economics
See Managerial economics

You need to find books on "business cycles". Is this term used as a subject heading?

Yes. (Turn to page 7)

No. (Turn to page 8)

Correct. "Business cycles" is printed in dark type and is a subject heading.



Go on to page 9.

Whoops! You didn't study the example on page 5. Review it and try the question again.

OK, we know that "business cycles" is a subject heading, and any books that the library may have on the subject will be filed under the heading in the subject catalog.

Suppose that the library doesn't have any books filed under "business cycles". Could you also look under "economic forecasting" to find information?

Business cycles *(HB3711-3840)*
sa Business forecasting
Depressions
Economic forecasting
Economic stabilization
Multiplier (Economics)
Overproduction
Stagnation (Economics)
x Economic cycles
Economic fluctuations
xx Cycles
Business districts, Central
See Central business districts
Business economics
See Managerial economics
Business education *(Indirect)*
(HF1101-1181)
sa Accounting
Bookkeeping
Business—Scholarships, fellowships, etc.
Business teachers
Commercial law
Distributive education
Industrial tours
Penmanship
Secretaries
Secretaries, Training of
Shorthand
Typewriting
x Business—Study and teaching
Commercial education
Commercial schools
Education, Business
Schools, Commercial
xx Education
— Accreditation
— Law and legislation *(Indirect)*
xx Educational law and legislation
— Teacher training *(Indirect)*
sa Economics teachers, Training of
Business education (Internship) *(Indirect)*
x Business interns

Yes. (Turn to page 10)

No. (Turn to page 11)

Right! "Economic forecasting" is a related heading in the sa (see also) category. You could also use any of the other sa headings:

Business forecasting
Depressions
Economic stabilization
Multiplier (Economics)

Go on to page 14.

Incorrect. "Economic forecasting" is a sa (see also) heading under the main heading of "Business cycles" and all sa references are subject headings. Review pages 4 and 5 again. Then look at the example below. Could you look under "overproduction" to find information related to "Business cycles"?

Business cycles *(HB3711-3840)*
sa Business forecasting
Depressions
Economic forecasting
Economic stabilization
Multiplier (Economics)
Overproduction
Stagnation (Economics)
x Economic cycles
Economic fluctuations
xx Cycles

Yes. (Turn to page 12)

No. (Turn to page 13)

Good! You've got it!

Go on to page 14

Are you sure? Review pages 4 and 5 and try the question again.

Will you be able to find "economic cycles" used as a subject heading?

Yes (Turn to page 15)

No (Turn to page 17)

Business cycles *(HB3711-3840)*
sa Business forecasting
Depressions
Economic forecasting
Economic stabilization
Multiplier (Economics)
Overproduction
Stagnation (Economics)
x Economic cycles
Economic fluctuations
xx Cycles
Business districts, Central
See Central business districts
Business economics
See Managerial economics
Business education *(Indirect)*
(HF1101-1181)
sa Accounting
Bookkeeping
Business—Scholarships, fellowships, etc.
Business teachers
Commercial law
Distributive education
Industrial tours
Penmanship
Secretaries
Secretaries, Training of
Shorthand
Typewriting
x Business—Study and teaching
Commercial education
Commercial schools
Education, Business
Schools, Commercial
xx Education
— Accreditation
— Law and legislation *(Indirect)*
xx Educational law and legislation
— Teacher training *(Indirect)*
sa Economics teachers, Training of

Not true. Words preceded by an x are not subject headings. Is "economic fluctuations" a subject heading?

Yes (Turn to page 16)

No (Turn to page 17)

Business cycles *(HB3711-3840)*
sa Business forecasting
Depressions
Economic forecasting
Economic stabilization
Multiplier (Economics)
Overproduction
Stagnation (Economics)
x Economic cycles
Economic fluctuations
xx Cycles
Business districts, Central
See Central business districts
Business economics
See Managerial economics
Business education *(Indirect)*
(HF1101-1181)
sa Accounting
Bookkeeping
Business—Scholarships, fellowships, etc.
Business teachers
Commercial law
Distributive education
Industrial tours
Penmanship
Secretaries
Secretaries, Training of
Shorthand
Typewriting
x Business—Study and teaching
Commercial education
Commercial schools
Education, Business
Schools, Commercial
xx Education
— Accreditation
— Law and legislation *(Indirect)*
xx Educational law and legislation
— Teacher training *(Indirect)*
sa Economics teachers, Training of
Business education (Internship) *(Indirect)*
x Business interns

Careful! Review pages 4 and 5. Then try the question again.

Exactly right. Words preceded by an x are not subject headings.

What about "cycles"? Is this term a subject heading?

Business cycles *(HB3711-3840)*
sa Business forecasting
Depressions
Economic forecasting
Economic stabilization
Multiplier (Economics)
Overproduction
Stagnation (Economics)
x Economic cycles
Economic fluctuations
xx Cycles
Business districts, Central
See Central business districts
Business economics
See Managerial economics
Business education *(Indirect)*
(HF1101-1181)
sa Accounting
Bookkeeping
Business—Scholarships, fellowships, etc.
Business teachers
Commercial law
Distributive education
Industrial tours
Penmanship
Secretaries
Secretaries, Training of
Shorthand
Typewriting
x Business—Study and teaching
Commercial education
Commercial schools
Education, Business
Schools, Commercial
xx Education
— Accreditation
— Law and legislation *(Indirect)*
xx Educational law and legislation
— Teacher training *(Indirect)*
sa Economics teachers, Training of
Business education (Internship) *(Indirect)*
x Business interns

Yes (Turn to page 18)

No (Turn to page 19)

Correct. This is a broader term than "business cycles", but it is still a subject heading because it is preceded by xx. If you turn to the C's in LCSH and look up "cycles" you will find "business cycles" listed under it as a sa heading:

Cycles *(Philosophy, B105.C9; History, D16.9; Science, Q176)*
sa Biogeochemical cycles
Biological rhythms
→ Business cycles
Eternal return
Geology—Periodicity
Hydrologic cycle
Hydrometeorology—Periodicity
Oscillations
Rhythm
Runoff—Periodicity
Seismology—Periodicity
Solar cycle
Time
Vibration
Waves
x Cyclic theory
Periodicity
xx Philosophy
Rhythm
Time

Go on to page 20.

Not so. You've forgotten what xx means. Review pages 4 and 5, and try the question again.

Suppose that your topic deals with the economics of running a business. Could you find information in the subject catalog by looking under "business economics"?

Business correspondence
See Commercial correspondence
Business creativity
See Creative ability in business
Business cycles *(HB3711-3840)*
sa Business forecasting
Depressions
Economic forecasting
Economic stabilization
Multiplier (Economics)
Overproduction
Stagnation (Economics)
x Economic cycles
Economic fluctuations
xx Cycles
Business districts, Central
See Central business districts
Business economics
See Managerial economics
Business education *(Indirect)*
(HF1101-1181)

Yes. (Turn to page 21)

No (Turn to page 22)

Careful, you forgot what "see" means. Review pages 4 and 5 and try the question again.

Good. A "see" reference directs you from a term that is not used to the proper subject heading, which in this case is "managerial economics". If you turn to the M's in LCSH, you will find "business economics" listed as an x (or not used) term under "managerial economics":

Managerial accounting
sa Cost accounting
x Management accounting
xx Accounting
Cost accounting
Managerial economics *(Indirect)* *(HD58.5)*
x Business economics
xx Economics
Industrial management
Management
Microeconomics
Managerial finance
See Business enterprises—Finance
Corporations—Finance

Go on to page 23.

Now you understand how to interpret LCSH. Subject headings, however, can be made much more precise than the examples we have been working with. We get this precision by adding SUBDIVISIONS to a basic heading. Subdivisions are represented in LCSH by a "-". On a catalog card they are separated from the main heading by "--".

LCSH Excerpt

Business enterprises *(Indirect)*
Here are entered works on business concerns as legal entities, regardless of form of organization.
sa Afro-American business enterprises
Branches (Business enterprises)
Business enterprises, Foreign
Corporations
International business enterprises
Partnership
x Business organizations
Enterprises
Firms
Organizations, Business
xx Business
Commercial law
Entrepreneur
Universitates (Civil law)
— Finance
sa Accounts receivable loans
Cash management
Inventory loans
x Business finance
Managerial finance
— Registration and transfer *(Indirect)*
sa Business enterprises, Sale of
xx Non-contentious jurisdiction
Publicity (Law)
Recording and registration
Transfer (Law)
— Taxation *(Indirect)*
sa Business tax
Employment tax credit
— Valuation *(Indirect)*
sa Going concern (Accounting)

Subdivision

Card from Subject Catalog

BUSINESS ENTERPRISES--FINANCE.

HG
4026 Engler, George N.
.E52 Business financial management /
1976x George N. Engler. Dallas : Business Publications, Inc., 1975, 1976 printing.
xii, 655 p. : ill. ; 24 cm.
Includes bibliographies and index.

1. Corporations--Finance.
2. Business enterprises--Finance.
I. Title

TxViHU 2-77 DdE 1484446 TXVCsc 74-24448

Go on to page 24.

There are four kinds of SUBHEADINGS, and one or several can be attached to a main heading.

TOPICAL SUBHEADINGS limit a main heading to one particular aspect.

ECONOMICS--HISTORY.

HC
21
.H85
1975

Hunt, E. K.
Property and prophets : the evolution of economic institutions and ideologies / E. K. Hunt. 2d ed. New York : Harper & Row, 1975.
x, 199 p. ; 24 cm.
Includes bibliographical references.
Includes index.

1. Capitalism--History. 2. Economic history. 3. Economics--History. I. Title

TxViHU 3-77 TAL .111277 TXVCsc 74-11770

GEOGRAPHIC SUBHEADINGS limit the main heading to a particular location.

ECONOMICS--HISTORY--UNITED STATES.

HC
103
.A5

Andreano, Ralph L., 1929-
New views on American economic development; a selective anthology of recent work. Edited, compiled, and with introductions by Ralph L. Andreano. Cambridge, Mass., Schenkman Pub. Co. [c1965]
x, 434 p. illus. 24 cm.
Bibliographical footnotes.

1. United States--Economic conditions. 2. Economics--History--United States. I. Title

TxViHU 8-77 DdE 171876 TXVCsc 65-20307

Go on to page 25.

FORM SUBHEADINGS don't tell anything about the subject of the book; they single out special formats such as encyclopedias, dictionaries, and bibliographies.

ECONOMICS--BIBLIOGRAPHY.

Ref
HB
135
.Z32x

Zaremba, Joseph.
Mathematical economics and operations research : a guide to information sources / edited by Joseph Zaremba. Detroit : Gale Research Co., c1978.
xi, 606 p. ; 23 cm. (Economics information guide series ; v. 10)
Gale information guide library
Includes indexes.

1. Economics, Mathematical--Bibliography. 2. Linear programming--Bibliography. 3. Economics--Bibliography. I. Title II. Series

TxViHU 9-78 sb/prf 2047832 TXVCsc 73-17586

PERIOD SUBHEADINGS limit the main heading to a particular span of years.

ECONOMICS--HISTORY--19TH CENTURY.

HB
85
.H85
1975

Hutchison, Terence Wilmot.
A review of economic doctrines, 1870-1929 / by T. W. Hutchison. Westport, Conn. : Greenwood Press, 1975.
xiv, 456 p. ; 22 cm.
Reprint of the 1953 ed. published by Clarendon Press, Oxford.
Bibliography: p. [432]-437.
Includes indexes.

1. Economics--History--19th century. I. Title

TxViHU 3-77 DdE 1102957 TXVCsc 74-9273

Go on to page 26.

By now you may suspect that finding your subject heading in LCSH poses the same problem as using a dictionary to find the correct spelling of a word--namely, how can you find it unless you already know where to look? Good point. Follow the same procedure in LCSH that you use in the dictionary: look under what you suspect might be correct, and if you don't find it there, browse in the general vicinity.

Be aware that subject headings can have several formats:

Business insurance
   might be listed under
Insurance, Business

Following the same logic, you might expect to find:

Business enterprises, Minority
   but (surprise!) LCSH will tell you to use
Minority business enterprises

Phrases can also be subject headings:

Communication in management
Industry and state
Creative ability in business

Some are even qualified by parentheses to clarify the meaning:

Inflation (Finance)

Always start with the most precise term you can think of. If you don't find the specific term you are looking for, go to a more general category and check for cross-references and subheadings. Be prepared to use your imagination, and don't hesitate to ask a Reference Librarian for advice.

Go on to page 27.

Assume that you wanted to use the subject catalog to find a bibliography on the topic of computer programs and accounting. Which of the following subject headings would be the best choice?

(a) Accounting--Bibliography (Turn to page 28)

(b) Accounting--Computer programs--Bibliography (Turn to page 29)

(c) Computers--Bibliography (Turn to page 30)

This would give you a bibliography on accounting in general. There is a better choice.

Good! Looking under "Accounting" qualified by the subheadings "Computer programs" and "Bibliography" insures that you will find books specifically about the relationship between computer programs and accounting, and that these books will be bibliographies.

If you study the example below, you will see that under the main heading "Accounting" there is a subheading "-Computer programs," but no subheading for "-Bibliography." This is because subheadings, like "Bibliography" are so common that they can be used with any main heading, and in order to keep the LCSH volumes from becoming even bigger and heavier, these common subheadings are not printed. A list of these "floating" subheadings can always be found in the front of the hardbound LCSH volumes or one of the paperbound supplements.

Accounting *(Indirect) (HF5601-5689)*
sa Accounting and price fluctuations
Accounts current
Accounts receivable
Amortization
Auditing
Average of accounts
Bookkeeping
Business losses
Business mathematics
Card system in business
Cost accounting
Current value accounting
Depreciation
Disclosure in accounting
Financial statements
Fiscal year
Foreign exchange—Accounting
Fund accounting
Going concern (Accounting)
Income accounting
Inflation (Finance) and accounting
Inventories
Liabilities (Accounting)
Liquidation
Machine accounting
Managerial accounting
Municipal finance—Accounting
Offset (Accounting)
Productivity accounting
Realization (Accounting)
Reserves (Accounting)
Sales accounting
Surplus (Accounting)
Tax accounting
xx Arithmetic
Auditing
Bookkeeping
Business
Business education
Controllership
→ —Computer programs
—Examinations

Go on to page 31

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This would give you a bibliography on computers in general. Try again, there's a better choice.

Congratulations, you've done a goot job! If you still have doubts about anything that we covered in this chapter, review the examples again. If you feel fairly certain that you understand the subject catalog and subject headings, you may do the practice exercises on page 32, and then go on to Chapter 5.

NAME:_____ INSTRUCTOR:_____

QUESTIONS TO ANSWER IN THE LIBRARY

1. You are investigating the subject of personal finance.

   a) According to LCSH, what is the most appropriate subject heading?

   b) Look up this subject in the subject card catalog. Give the title of a book on this subject that was published by Wiley in 1981.

2. You are writing a paper on simulation methods in management.

   a) According to LCSH, what is the correct subject heading?

   b) Look up this heading in the subject catalog and give the title of a book on this subject published by Wiley in 1973.

3. You are writing a report on bank auditing. According to LCSH, what is the correct subject heading?

Chapter 5

FINDING PERIODICAL ARTICLES

Even if you have found armloads of books on your subject, your research isn't quite finished. Getting a book published is a time-consuming process, and there can be a lag of several years between the time that an author finishes a manuscript and the date that the book appears in print. Depending upon the subject, this means that much of the content can be outdated even before a book comes off the press.

How can you be sure of finding the most current information on a topic? By consulting the PERIODICAL LITERATURE. Because periodicals are published several times a year, they are the most up-to-date sources of information available to a researcher.

Note: You will often hear the words PERIODICAL, JOURNAL and SERIAL used interchangeably. Each word has a slightly different technical meaning, but for our purposes you may ignore technicalities and think of them as synonyms for the familiar term MAGAZINE.

Go on to page 2.

For research purposes, periodical literature divides into two categories:

(1) POPULAR

(2) SCHOLARLY AND PROFESSIONAL

POPULAR PERIODICALS are written to have wide appeal. They are intended for general readers who have no special educational background or technical knowledge. These are the kinds of magazines that you buy at the newsstand and read for general information. They are often lavishly illustrated and printed on glossy paper.

Examples of popular periodicals are:

Time
Business Week
Forbes
Fortune
Business Horizons

SCHOLARLY AND PROFESSIONAL PERIODICALS, by contrast, are written by specialists in a subject or profession for their fellow specialists. (Or in the case of students, for specialists-to-be). It is here that scholars and professionals publish the results of their research and/or experiments, and comment on the work of their colleagues. The contributors to scholarly and professional periodicals are usually college and university faculty or working specialists (teachers, psychologists, social workers, business executives, etc). The articles themselves are written in formal, and often technical language, and assume that the reader has some prior knowledge of the subject matter.

Examples of scholarly and professional periodicals are:

Harvard Business Review
Journal of Accounting
Journal of Business Research
Management Science Review
Quarterly Journal of Economics

Go on to page 3.

Just as you stopped (or should have!) paraphrasing term papers from encyclopedia articles after you got out of junior high school, so should you cease to rely on popular periodicals for researching college papers. Most of your research will be done in scholarly and professional periodicals.

Faced with miles of shelves full of periodicals, how do you find the articles you need? You could (and some people do) find the journals in your general subject area, and look through each issue for articles on your specific topic. Only a confirmed masochist does it this way. The easy way is by using an INDEX.

There are literally dozens of different indexes to periodicals, but small libraries like VC/UHVC have only a few.

Our indexes which cover the business field are:

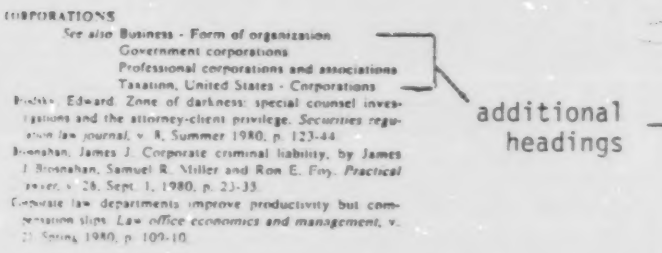
Accountant's Index
Business Periodicals Index
Funk and Scott Index
Index of Economic Articles
Index to Federal Tax Articles

Go on to page 4.

Indexes are published serially (once a month is the most common pattern), and these single issues are later replaced by cumulative volumes. When looking up information, always start with the most recent issue and work progressively backward.

Like the card catalog, indexes are organized by subject headings. A few indexes publish a thesaurus (cross-reference list) of the subject headings used, but in most cases you will simply have to "brainstorm", and look under as many synonyms for your topic as you can think of.

Be aware that even indexes that cover the same general field will use different subject headings, so you may have to think of new subject headings every time you change indexes. Like the Library of Congress subject headings in Chapter 4, the subject headings in periodical indexes can also have subheadings.


CORPORATIONS
See also Business - Form of organization
Government corporations
Professional corporations and associations
Taxation, United States - Corporations
Pitofsky, Edward. Zone of darkness: special counsel investigations and the attorney-client privilege. Securities regulation law journal, v. 8, Summer 1980, p. 123-44.
Brenahan, James J. Corporate criminal liability, by James J. Brenahan, Samuel R. Miller and Ron E. Foy. Practical lawyer, v. 26, Sept. 1, 1980, p. 23-33.
Corporate law departments improve productivity but compensation slips. Law office economics and management, v. 21, Spring 1980, p. 109-10.

additional headings

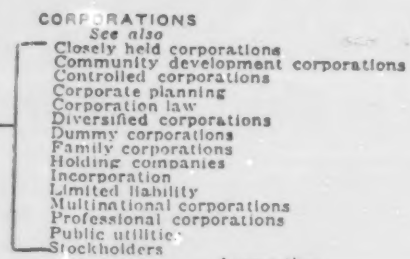


FIGURE 11. Accountant's Index, 1980 Supplement. p. 313.

Tells you that for information on accounting in corporations, you must look directly under the heading "Accounting".

subheading

FIGURE 12. Business Periodicals Index, vol. 23. p. 381.

Go on to page 5.

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Many of the periodical indexes are similar in format to Bibliographic Index, which you used in Chapter 2. (In fact, Bibliographic Index is a specialized form of index which includes books and pamphlets as well as periodicals). You should remember from the discussion in Chapter 2 that each item listed under a subject heading is called an ENTRY. The example below shows the parts of an entry.

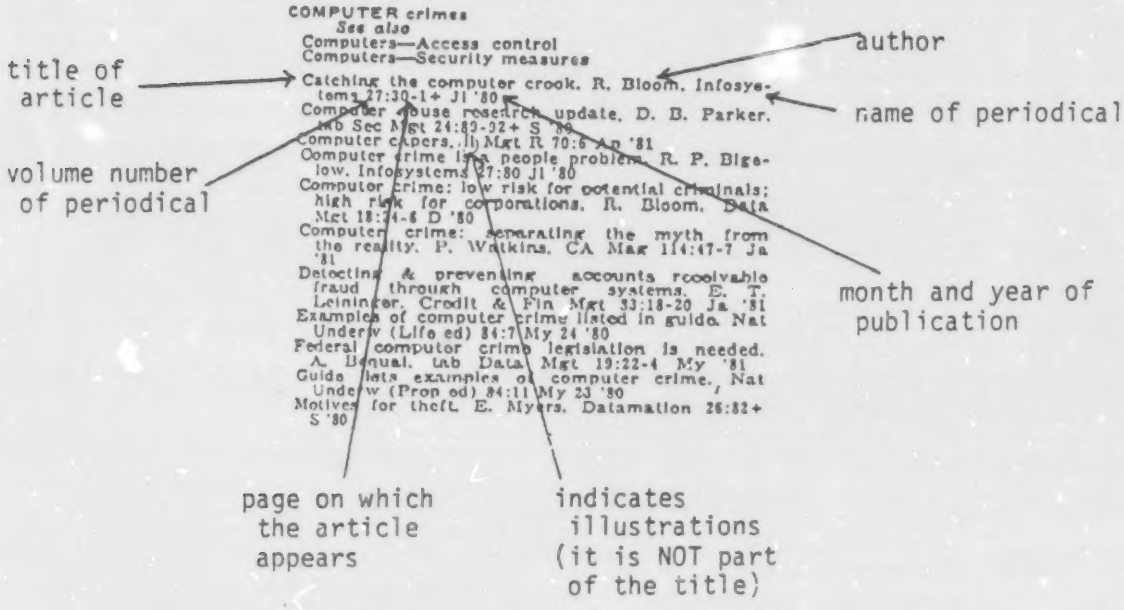
COMPUTER crimes
See also
Computers—Access control
Computers—Security measures
Catching the computer crook. R. Bloom. Infosystems 27:30-1+ Jl '80
Computer abuse research update. D. B. Parker. Inb Sec Mgt 24:89-92+ S '80
Computer capers. Ill Mgt R 70:6 Ap '81
Computer crime is a people problem. R. P. Bigelow. Infosystems 27:80 Jl '80
Computer crime: low risk for potential criminals; high risk for corporations. R. Bloom. Data Mgt 18:24-6 D '80
Computer crime: separating the myth from the reality. P. Watkins. CA Mag 114:47-7 Ja '81
Detecting & preventing accounts receivable fraud through computer systems. E. T. Leininger. Credit & Fin Mgt 33:18-20 Ja '81
Examples of computer crime listed in guide. Nat Underw (Life ed) 84:7 My 24 '80
Federal computer crime legislation is needed. A. Bequai. Inb Data Mgt 19:22-4 My '81
Guide lists examples of computer crime. Nat Underw (Prop ed) 84:11 My 23 '80
Motives for theft. E. Myers. Datamation 26:82+ S '80
title of article
author
name of periodical
volume number of periodical
month and year of publication
page on which the article appears
indicates illustrations (it is NOT part of the title)

FIGURE 13. Business Periodicals Index, vol. 23. p. 327.

Always copy all parts of an entry. It takes much less time than trying to backtrack later and find a date or volume number that you forgot to include.

Go on to page 6.

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Often the name of the journal in which the article is published will be abbreviated in the entry.

COMPUTER crimes
See also
Computers—Access control
Computers—Security measures

Catching the computer crook. R. Bloom. Infosystems 27:30-1+ Jl '80
Computer abuse research update. D. B. Parker. Jab Soc Mgt 24:89-92+ S '80
Computer capers. Il Mgt R 70:6 Ap '81
Computer crime is a people problem. R. P. Bigelow. Infosystems 27:80 Jl '80
Computer crime: low risk for potential criminals; high risk for corporations. R. Bloom. Data Mgt 18:24-6 D '80
Computer crime: separating the myth from the reality. P. Watkins. CA Mag 114:47-7 Ja '81

FIGURE 14 (a). Business Periodicals Index, vol. 23. p. 327.

ABBREVIATIONS OF PERIODICALS INDEXED

Govt Fin—Governmental Finance
Graphic Arts M—Graphic Arts Monthly

Handl & Shipp Mgt—Handling & Shipping Management
Hardware Age—Hardware Age
Harvard Bus R—Harvard Business Review
Hosp Fin Mgt—Hospital Financial Management
Hotel & Motel Mgt—Hotel & Motel Management
Housing—Housing
Hum Resource Mgt—Human Resource Management

IMF Staff Pa—International Monetary Fund. Staff Papers
Ind & Labor Rel R—Industrial & Labor Relations Review
Ind Devel—Industrial Development
Ind Distr—Industrial Distribution
Ind Mgt—Industrial Management
Ind Mgt & Data Syst—Industrial Management and Data Systems
Ind Mkt—Industrial Marketing
Ind Mkt Mgt—Industrial Marketing Management (Amsterdam)
Ind Rel—Industrial Relations
Ind Res & Devel—Industrial Research and Development
Ind W—Industry Week
Infosystems—Infosystems
Insiders Chr—The Insiders' Chronicle
Inst Invest—Institutional Investor

Labor L J—Labor Law Journal
Land Econ—Land Economics
Long Range Plan—Long Range Planning

M Labor R—Monthly Labor Review
MSU Bus Topics—Michigan State University Business Topics
Managerial Plan—Managerial Planning
Marine Fisheries R—Marine Fisheries Review
Merch—Merchandising
Mergers & Acquis—Mergers and Acquisitions
Met Life Stat Bull—Metropolitan Life Insurance Company. Statistical Bulletin
Mgt Acct—Management Accounting
Mgt Int R—Management International Review
Mgt R—Management Review
Mgt Sci—Management Science
Mgt Today—Management Today
Mgt World—Management World
Milbank Mem Fund Q/Health & Soc—Milbank Memorial Fund Quarterly/Health and Society
Mini-Micro Syst—Mini-Micro Systems
Mkt & Media Decisions—Marketing & Media Decisions
Mod Plastics—Modern Plastics
Money—Money
Mort Banker—Mortgage Banker

NPN—National Petroleum News
Nat Inst Econ R—National Institute Economic Review
Nat Real Estate Invest—National Real Estate Investor

FIGURE 14 (b). Business Periodicals Index, vol. 23. p. viii.

Go on to page 7.

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Finally, you will need to know whether or not the Library subscribes to the journals which contain the articles you find through an index.

Simply look up the title in the Library's SERIALS LIST, the computer printout bound in cardboard covers. Copies are kept at the Reference Desk, the Index Area, and the Current Periodicals Area. If the title you need is not in the list, you may request a photocopy of the article through Interlibrary Loan.

VC/UHVC LIBRARY SERIALS CATALOGUE
PUBLIC AUTHOR-TITLE LIST

INFORMATION HOTLINE
PAPER: V.8 TO DATE (1976 TO DATE) ← Indicates a current subscription.
MICROFICHE: V.9 TO DATE (1977 TO DATE)
CONTINUES: INFORMATION NEWS AND SOURCES
PUBLICATION TYPE: PERIODICAL

INFORMATION NEWS AND SOURCES
PAPER: V.6,NO.7-V.7,NO.10 (SEP 1974-DEC 1975)
CONTINUES: INFORMATION NEWS SOURCES PROFILES
CONTINUED BY: INFORMATION HOTLINE ← The title of this periodical has changed.
PUBLICATION TYPE: PERIODICAL

INFORMATION REPORTS BIBLIOGRAPHIES
PAPER: V.3 TO DATE (1974 TO DATE)
PUBLICATION TYPE: PERIODICAL

INFOSYSTEMS
PAPER: CURRENT ISSUES ← Indicates a current subscription for which only a few years are kept in paper. Older issues are on microfilm.
MICROFILM: V.22-24;25 TO DATE (1975-1977;1979 TO DATE)
PUBLICATION TYPE: PERIODICAL

Gap in microfilm holdings.

From this example, you can see that the Library does subscribe to Infosystems, and you would be able to read the article in the example on page 5.

Go on to page 8.

NEWSPAPERS are the most current of all periodicals, and they are important sources of factual information that may not be available anywhere else. Some large daily papers, like The New York Times and The Wall Street Journal, even have their own indexes. The form of an entry in a newspaper index is quite different from other periodical entries.

THE WALL STREET JOURNAL INDEX

FEDERAL ENERGY REGULATORY COMMISSION

Michigan Wisconsin Pipeline Co. asked the Federal Energy Regulatory Commission for permission to build a $16.7 million pipeline project in Michigan and Indiana. 2/24-22;3

FEDERAL FARM CREDIT BANKS

Federal Farm Credit Banks will offer slightly more than $3 billion of bonds Feb. 25. 2/23-35;6

Federal Farm Credit Banks announced the pricing on slightly more than $3 billion of bonds to be offered Feb. 25. 2/25-45;6

FEDERAL FINANCING BANK

Correction: Rural Electric and Telephone Systems would lose access to the Federal Financing Bank for about $5 billion in direct loans under President Reagan's budget proposals for fiscal 1982. 2/23-5;1

FEDERAL HOME LOAN BANKS

Mortgage rates topped 15% nationally in January, the Federal Home Loan Bank Board said; major lenders were charging an average effective interest rate of 15.37% in early

FEDERAL RESERVE SYSTEM

Fed estimated M1-A fell to a seasonally adjusted average of $370.8 billion in the Jan. 21 week; M1-B dipped to $416.9 billion. 2/2-2;3

Fed is expected to continue steady policy as slowing credit demand trims rates. 2/2-2;3

Federal Reserve Board Chairman Volcker reiterated his stance that tax cuts should be closely linked to firm spending reductions; Rep. Kemp separately argued that quick tax-cut action is needed to invigorate the economy. 2/2-3;2

Federal Reserve Bank of New York report for week ended Jan. 28. 2/2-28;1

FRB approved the application of First Union Bancorp. of St. Louis to acquire Columbia Union National Bank & Trust Co. of Kansas City, Mo. 2/3-55;2

Reagan administration's prospects for quick budget cuts are 'bleak' and the effort could backfire, according a New York Federal Reserve Bank analysis. 2/4-18;2

Chairman Paul Volcker of the Federal Reserve Board said there could be a 'perceptible drop' in the inflation rate by year-end if the federal government follows strong anti-infla-

Supreme Court ruled that bank holding companies and their nonbanking units can serve as investment advisers to close-end investment companies. 2/25-18;3

Chairman Volcker said the Fed will follow a restrictive monetary policy that is 'broadly compatible' with the Reagan administration's program for cooling inflation. 2/26-4;2

Riggs National Bank said the federal district court in Washington State granted a temporary restraining order barring Joe Allbritton from continuing his tender offer for 600,000 Riggs common shares at $67.50 each. 2/27-10;1

Federal Reserve Bank of New York report for week ended Feb. 18. 22/23-35;1

FEDERAL TRADE COMMISSION

FTC's 'shared monopoly' case against the Big Three cereal makers is 'totally unsupported by antitrust jurisprudence' and would result in higher prices if the government prevails, General Mills Inc. said. 2/2-40;4

Albertson's Inc. settled FTC charges that its 1978 acquisition of Fazio's grocery stores in Los Angeles and Orange counties violated federal antitrust laws. 2/4-2;2

FTC has taken a new tack in its eight-year antitrust case

subject heading — date — page — column — summary of article

FIGURE 15. Wall Street Journal Index, 1981. p. 977.

Go on to page 9.

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Study the following example from Accountant's Index. If you wanted information on computers, could you also find it under the subject heading "Automation"?

COMPUTER SYSTEMS—Security measures-(Continued)

Kuong, Javier F. Approaches to justifying EDP controls and auditability provisions. *Computer security, auditing and controls*, v. 7, July 1980, p. A-1 - A-8.

Marquis, Linda M. Proposed Federal computer systems protection act, by Linda M. Marquis and Virginia M. Moore. *CPA journal*, v. 50, Dec. 1980, p. 29-32.

Mastromano, Frank M. Changing nature of the EDP audit. *Management accounting* (NAA), v. 62, July 1980, p. 27-30, 34.

Myers, Edith D. Motives for theft. (News in perspective) *Datamation*, v. 26, Sept. 1980, p. 82, 84, 88.

Pearson, Michael A. Keep testing to achieve security. (Readers' forum) *Datamation*, v. 26, Dec. 1980, p. 20.

Perry, William E. Distributed embezzlement. *EDP auditor*, Winter 1980, p. 17-25.

Romney, Marshall B. Red-flagging the white collar criminal, by Marshall B. Romney, W. Steve Albrecht and David J. Cherrington. *Management accounting* (NAA), v. 61, March 1980, p. 51-4, 57.

Sardinas, Joseph L. Computer security and the auditor's responsibility. University Park, Pa., 1975. 219 p. (Thesis (Ph.D.) - Pennsylvania State University) [*170 S]

Schweitzer, James. Security risks in the automated office. (Management advisory services) *CPA journal*, v. 50, July 1980, p. 87. (Excerpt from *Computer Security*, Jan./Feb. 1980.)

Scott, George. Challenge of EDP auditing. *Accountant's magazine* (Scot.), v. 84, Dec. 1980, p. 484-6.

Security measures for computers and software. (TAB advises) *Newspaper controller*, v. 34, Dec. 1980, p. 5.

Sobol, Michael I. Controlling program maintenance. *Internal auditor*, v. 37, Aug. 1980, p. 39-42.

Srinivasan, C. A. Computer system security, by C.A. Srinivasan and Paul E. Dascher. *Financial executive*, v. 48, June 1980, p. 28, 30-2, 34-5.

Srinivasan, C. A. Management of computer security: an auditing viewpoint, by C.A. Srinivasan and Paul E. Dascher. *Magazine of bank administration*, v. 54, March 1980, p. 50-3.

Stokel, Kathryn J. How to audit program library control software. *Edpacs*, v. 7, May 1980, p. 1-10.

Tapper, Colin. Computer law. London, New York, Longman, 1978. 190 p. [203.9 T]

Theft by minicomputer: small machines invite large security problem. *Newspaper controller*, v. 34, Oct. 1980, p. 5.

Traver, Richard O. Establishing the corporate data security program, by Richard O. Traver and Christopher C. Schultz. (EDP systems) *Internal auditor*, v. 37, Dec. 1980, p. 70-4.

U.E.C. International Symposium On Computer Auditing: Legal And Technical Issues, *St. Augustin, 1975*. Legal and technical issues of computer auditing, edited by H.J. Will. Munich, Union Europeene des Experts Comptables

Evans, Roger L. Reducing communication line costs with multiplexors. *Mini-micro systems*, v. 13, April 1980, p. 114-16, 118, 120.

Guillet, Denise R. On-line databanks. *Administrative management*, v. 41, July 1980, p. 44-7.

Hayen, Roger L. Computer technology in cashflow analysis for loan packaging. *National public accountant*, v. 25, Jan. 1980, p. 14-19.

Sawhney, Jai P. Time-sharing systems in financial planning. *Financial planning today*, v. 3, Jan. 1980, p. 346-55.

Wade, Joseph F. What - you're not using timesharing. *Ohio CPA*, v. 37, Summer 1978, p. 65-8.

Walkovitz, Dan. Effective in-house time-sharing. *Datamation*, v. 26, May 1980, p. 200, 202, 204.

COMPUTER systems performance evaluation.

Ferrari, Domenico. Computer systems performance evaluation. Englewood Cliffs, N.J., Prentice-Hall, c1978. 554 p. [203.9 F]

COMPUTERIZED financial system standardization.

Tyran, Michael E. Computerized financial system standardization. Englewood Cliffs, N.J., Prentice-Hall, c1978. 327 p. [224 T]

COMPUTERIZED inventory control systems.

Fuchs, Jerome H. Computerized inventory control systems. Englewood Cliffs, N.J., Prentice-Hall, c1978. 272 p. [142.4 F]

COMPUTERIZED systems for manufacturing planning and control - management panacea or nightmare? *Cost and management* (Can.), v. 54, Sept.-Oct. 1980, p. 40-4.

COMPUTERIZED systems... management's irrational behavior - the principles for selecting small... and big... systems. *Cost and management* (Can.), v. 54, Sept.-Oct. 1980, p. 28-33.

COMPUTERS

See also Automation

Ballam, Anthea. It's the tale of the elephant and the flea. *Management accounting* (Eng.), v. 58, Dec. 1980, p. 23-4.

Bentley, Trevor. What microtechnology means for the management accountant. *Management accounting* (Eng.), v. 58, March 1980, p. 20-3.

Calder, Jennifer N. Planning for technology transfer, by Jennifer N. Calder and Ricardo S. Chua. *SGV group journal* (P.I.), no. 1, 1980, p. 6-23.

Cerullo, Michael J. Computer based accounting information systems course. *Accounting and finance* (Australia), v. 20, May 1980, p. 103-9.

Computerized systems... management's irrational behavior - the principles for selecting small... and big... systems. *Cost and management* (Can.), v. 54, Sept.-Oct. 1980, p. 28-33.

FIGURE 16. Accountant's Index, 1980 Supplement. p. 288.

Yes. (Turn to page 10)

No. (Turn to page 11)

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Very good. "Automation" is a "see also" heading, which means that you could use it as well as "computers".

Go on to page 12.

Did you forget the diagram on page 4? Review it, and try the question again.

Look at the entry by Paul J. Beck, entitled "Critical Analysis of the Regression Estimator in Audit Sampling". Then study the entry from the VC/UHV Serials List. Could you find the Beck article in our Library?

ACCOUNTING MODELS
See also Decision models
Financial models
Mathematical models
Stochastic models

Anton, Hector R. Conceptual framework - there is no panacea. (In *Emanuel Saxe distinguished lectures in accounting, 1976-1977.* New York, 1977? p. 21-33.) [*101 E]

→ Beck, Paul J. Critical analysis of the regression estimator in audit sampling. *Journal of accounting research,* v. 18, Spring 1980, p. 16-37.

Buckley, John W. Income tax allocation: an inquiry into problems of methodology & estimation. New York, Financial Executives Research Foundation, c1972. 211 p. [*149.59 B]

Crockett, James R. Modeling the operational audit. *Internal auditor,* v. 37, June 1980, p. 66-76

Farrell, William. Accounting policy setting as a political process: a Nash bargaining perspective,by William Farrell and James M. Patton. Pittsburgh, Pa., University of Pittsburgh, Graduate School of Business, 1978? 8 p. *(Working paper,* no. 243) [*110 F]

Ghosh, B. C. Lagrange multiplier - a powerful optimisation tool for management. *Management accountant* (India), v. 14, Dec. 1979, p. 1111-13.

Ghosh, B. C. Significance of accounting data to mathematical models. *Management accountant* (India), v. 14, May 1979, p. 477-9.

Hamlen, Susan S. Chance-constrained mixed integer programming model for internal control design. *Accounting review,* v. 55, Oct. 1980, p. 578-93.

Hanumanthappa, K. Terborgh replacement model - application to road transport fleet. *Management accountant* (India), v. 14, Dec. 1979, p. 1118-20.

Haribhakti, S. V. Audit by objectives - a multi-disciplinary approach. *Chartered accountant* (India), v. 28, June 1980, p. 1072-4.

FIGURE 17. Accountant's Index, 1980 Supplement. p. 65.

JOURNAL OF ACCOUNTANCY.
WORKING WITH THE REVENUE CODE
PAPER: (1976)
PUBLICATION TYPE: PERIODICAL

JOURNAL OF ACCOUNTING RESEARCH
PAPER: V.11 TO DATE (1973 TO DATE)
MICROFILM: V.1-2 (1963-1964)
MICROFICHE: V.3-11 (1965-1973)
PUBLICATION TYPE: PERIODICAL

Yes. (Turn to page 13)

No. (Turn to page 14)

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Right! The Library's holdings include the 1980 issues of Journal of Accounting Research in paper copy.

Go on to page 15.

You forgot how to read the Serials List. Look at the diagram on page 8 before you try the question again.

So far, we have shown you how to search for periodical articles MANUALLY, i.e., you will have to look up your topic in each volume of the appropriate index until you find enough information. Needless to say, this is a time-consuming process, which may take you several hours to complete.

There is, however, a faster way. A librarian can do your search by COMPUTER. The computer looks for articles on your subject by dividing the topic into separate facets, which must then be combined using Boolean logic.

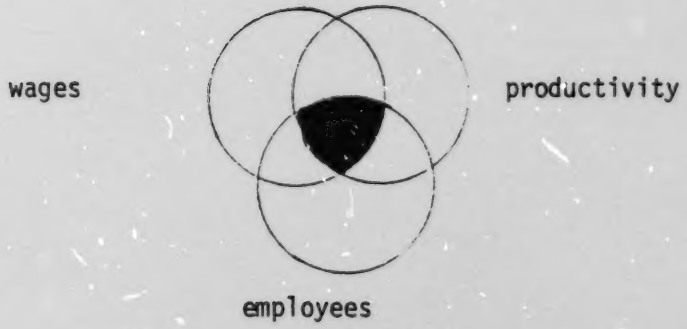
For example:

> Assume that you are researching the relationship between wages and worker productivity.

The topic can be divided into three sets of synonymous terms:

wages	workers	productivity
salaries	employees	output
pay		

The librarian types each set of terms into the computer, and then instructs it to retrieve only those articles that contain a term from each of the three groups. The output of the search will be only those articles which cover all three concepts, or the overlap represented by the shaded area in the circles below:



Go on to page 16.

It takes the computer only a few minutes to execute a search, but that doesn't mean that there's nothing left for you to do. Before the librarian can plan the search strategy, you will have to define your topic carefully, and make a list of the appropriate words and subject headings. The computer cannot make assumptions or ask for clarification; it merely looks for the words that it is told to locate. The computer does not know, for example, that "wages" and "salaries" mean approximately the same thing. If the articles you need are indexed under "wages", and only the term "salaries" has been typed, the computer will not be able to find the articles. This is just a mechanical version of the familiar problem of subject headings. The fact that you don't find what you're looking for doesn't necessarily mean that it's not there--you may be looking under the wrong term.

Now that we've gotten you excited about how much time a computer can save, we have to add a word of warning: a computer search is not always the best way to research a topic.

The computer is an effective way to do a search which contains more than one concept, i.e., one that would require you to check unrelated ideas (like wages and productivity) in each volume of a printed index. You would have to look at all the articles on wages to see if they also mentioned productivity, and at all those on productivity to see if they referred also to wages.

If you were merely looking for information on a single concept, like "productivity", a computer search would be unnecessary. The computer would tell you how many articles contain the term "productivity"--and it could easily be several hundred.

Go on to page 17.

You are researching "managerial grid" for an in-class report. Should you ask a librarian to search this topic for you by computer?

Yes. (Turn to page 18)

No. (Turn to page 19)

Are you sure? Review page 16 and consider changing your mind.
Then turn to page 19.

Right. "Managerial grid" is a good example of a single-concept topic. You need only look under that heading in a printed index to find plenty of articles on the subject.

Suppose that your presentation were on the subject of economic conditions in Japan. Would you want to consider a computer search?

Yes. (Turn to page 20)

No. (Turn to page 21)

Correct. This topic combines two concepts, Japan and economic conditions. It would take quite a while to search it manually, but the computer could easily combine the terms.

Go on to page 22.

On the contrary, this is a very appropriate topic for a computer search. Review pages 16 and 17 and see if you can figure out why. Then turn to page 20.

If you are unclear about anything we have discussed in this chapter, take a little more time to study it carefully. If you feel fairly certain that you understand indexes, you may do the practice exercises on page 23 and then go on to Chapter 6.

NAME:_____ INSTRUCTOR:_____

QUESTIONS TO ANSWER IN THE LIBRARY

Using Business Periodicals Index, look up "bank law and regulations." Write the date of the volume you used here_____.

1. When you look up "bank laws and regulations," to what subject heading are you referred instead?

Look at the first entry under this preferred subject heading to which you are directed.

a) Who is the author? (if any)

b) What is the title of the article?

c) In what periodical was it published (give the full title).

d) What is the volume and date of publication of this periodical?

e) Is this issue of the periodical available in VC/UHV Library?

2. Find the 1981 volume of The Wall Street Journal Index.

a) Look up "gross national product," and read down the list of entries until you find the story about world bank figures ranking the five most prosperous nations. According to this story, what nation had the highest per-capita GNP in 1981?

b) Being a curious individual, you want to read the entire news story, which you know from checking the serials list, is on microfilm in the Media Center. Locate the article and give the headline. (This is the "title" by which you would enter it in your bibliography if you were to quote this article in a paper.)

Chapter 6

GETTING ANOTHER OPINION

Congratulations, you have reached the half-way point! The first half of this unit was devoted to teaching you the basic steps to follow in laying a solid foundation for a research paper. The second half will show you how to add some special touches to that underlying structure. Unlike the basic processes that you learned in Chapters 1-5, these next steps are not interrelated. Not all of them will apply to every paper that you write; some will be more useful than others, depending upon the nature and scope of your topic.

A crucial point to keep in mind when doing research is that not even the so-called "authorities" always agree. There is usually a pack of critics yapping at the heels of every new theory, and most of the established ones have been chewed over like old bones. Learn to read books and articles with a critical eye, looking for weaknesses in argument and methodology. Admittedly, this is an acquired skill, and it may sometimes be difficult for you, as an inexperienced student, to know whether you are reading good scholarship or unsubstantiated opinion. Under these circumstances, you may want to know what others have said about a book or article, and we can show you some simple ways to find out.

Go on to page 2.

Before you decide to rely too heavily on the conclusions that author X draws in his book, you might want to read what the REVIEWS said about the book when it was published. Since we have already discussed indexes to bibliographies and indexes to periodical articles, you probably will not be surprised to find that there are also indexes to book reviews. Some important ones are:

Book Review Digest

Book Review Index

Current Book Review Citations

Combined Retrospective Index to Book Reviews in Scholarly Journals, 1886-1974

National Library Service Cumulative Book Review Index, 1905-1974

To locate a book review, you will need to know the author's name and the publication date of the book (the original date, not reprint or subsequent printing dates). If you wanted a review of Peter Drucker's book, The Effective Executive, which was published in 1967, you would choose the 1967 volume of a book review index, and look up Drucker's name. (You may sometimes have to check a year or two after the publication date as well. If there are cumulative volumes, you can start there to identify the volume you need).

Go on to page 3.

If you choose Book Review Index, the entry under Drucker's name will look like this:

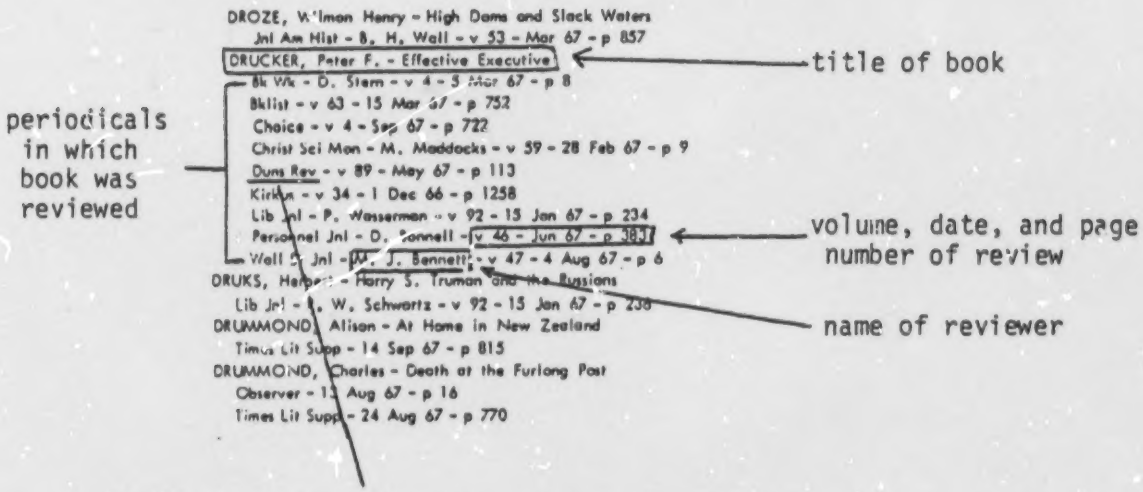

DROZE, Wilmon Henry - High Dams and Slack Waters
Jnl Am Hist - B. H. Wall - v 53 - Mar 67 - p 857
DRUCKER, Peter F. - Effective Executive
periodicals in which book was reviewed
Bk Wk - D. Stam - v 4 - 5 Mar 67 - p 8
Bklist - v 63 - 15 Mar 67 - p 752
Choice - v 4 - Sep 67 - p 722
Christ Sci Mon - M. Maddocks - v 59 - 28 Feb 67 - p 9
Duns Rev - v 89 - May 67 - p 113
Kirkus - v 34 - 1 Dec 66 - p 1258
Lib Jnl - P. Wasserman - v 92 - 15 Jan 67 - p 234
Personnel Jnl - D. Connell - v 46 - Jun 67 - p 383
Wall St Jnl - W. J. Bennett - v 47 - 4 Aug 67 - p 6
DRUKS, Herbert - Harry S. Truman and the Russians
Lib Jnl - R. W. Schwartz - v 92 - 15 Jan 67 - p 236
DRUMMOND, Alison - At Home in New Zealand
Times Lit Supp - 14 Sep 67 - p 815
DRUMMOND, Charles - Death at the Furlong Post
Observer - 13 Aug 67 - p 16
Times Lit Supp - 24 Aug 67 - p 770
title of book
volume, date, and page number of review
name of reviewer

FIGURE 18 (a). Book Review Index, 1967. Drucker entry.

As with other indexes to periodicals, you will have to check the list of abbreviations at the front of the volume to find the full title of the periodical.

LIST OF PUBLICATIONS INDEXED

Following is a list of periodicals cited in BOOK REVIEW INDEX. They are listed in alphabetic sequence according to the abbreviations used to identify them in review citations.

Acctg Rev	ACCOUNTING REVIEW
Adult Ed	ADULT EDUCATION
Adult Lead	ADULT LEADERSHIP
Am Anthrop	AMERICAN ANTHROPOLOGIST
Am Archiv	AMERICAN ARCHIVIST
Am Artist	AMERICAN ARTIST
Am Bk Collec	AMERICAN BOOK COLLECTOR
Am City	AMERICAN CITY
Am Econ Rev	AMERICAN ECONOMIC REVIEW
Am Forests	AMERICAN FORESTS
Am Heritage	AMERICAN HERITAGE
Am Hist Rev	AMERICAN HISTORICAL REVIEW
Am Jnl Archae	AMERICAN JOURNAL OF ARCHAEOLOGY
Am Jnl Econ & Soc	AMERICAN JOURNAL OF ECONOMICS AND SOCIOLOGY
Am Jnl Philol	AMERICAN JOURNAL OF PHILOLOGY
Connoisseur	CONNOISSEUR
Contemp Rev	CONTEMPORARY REVIEW
Craft Horiz	CRAFT HORIZONS
Cresset	CRESSET
Critic	CRITIC
Criticism	CRITICISM: A QUARTERLY FOR LITERATURE AND THE ARTS
Critique	CRITIQUE: STUDIES IN MODERN FICTION
Curr Hist	CURRENT HISTORY
Dance Mag	DANCE MAGAZINE
Dissent	DISSENT
Drama	DRAMA: THE QUARTERLY THEATRE REVIEW
Drex Lib Q	DREXEL LIBRARY QUARTERLY
Duns Rev	DUN'S REVIEW AND MODERN INDUSTRY
Econ Geog	ECONOMIC GEOGRAPHY
Economist	ECONOMIST

FIGURE 18 (b). Book Review Index, 1967. List of Publications.

Go on to page 4.

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If you choose Combined Retrospective Index to Book Reviews in Scholarly Journals, which covers a much longer range of years, you will find reviews of other books by Drucker. Notice that this index shows only one review of The Effective Executive (one not listed in Book Review Index), because the scope of this index is limited to scholarly periodicals only.

Drucker, Peter F.
The Age of Discontinuity: Guidelines to Changing Society
Am J Econ, v31 1972 no1 p108
Am Scholar, v38 1968-69 p484
Dissent, v16 1969 p557
Wash Mon, v1 1969-70 no10 p61
America's Next Twenty Years
Ann Am Acad, v313 1957 p189
Concept of the Corporation
J Pol, v9 1947 p448
R Pol, v8 1946 p538
The Effective Executive
Admin Sci Q, v12 1967 p344
The End of Economic Man
Common Sense, v8 1939 no5 p23
Int Aff, v18 1939 p815
The Future of Industrial Man
Ann Am Acad, v227 1941-45 p180
Common Sense, v11 1942 p423
Pol Sci Q, v58 1943 p107
R Pol, v5 1943 p123
Le Grande Mutation
Int R Admin Sci, v36 1970 p382
Landmarks of Tomorrow
Am Sociol R, v24 1959 p917
Freeman, v9 1959 no6 p57
Pol Stud, v7 1959 p309
Soc Serv Q, v33 1959-60 p134
The New Society: The Anatomy of Industrial Order
Am Pol Sci R, v45 1951 p219
Brit J Sociol, v3 1952 p178
Brit J Sociol, v4 1953 p103
Freeman, v1 1950-51 p379
Int Aff, v28 1952 p78
Pol Sci Q, v65 1956 p604
Sociol Anal, v13 1952 p273

FIGURE 19. Combined Retrospective Index to Book Reviews in Scholarly Journals, vol. 3. p. 334.

Go on to page 5.

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One index to book reviews offers a special feature not included in any of the others. Book Review Digest provides a one-paragraph summary of the book, and then prints excerpts from most of the reviews listed. You can use these excerpts to decide whether or not to locate and read the entire review.

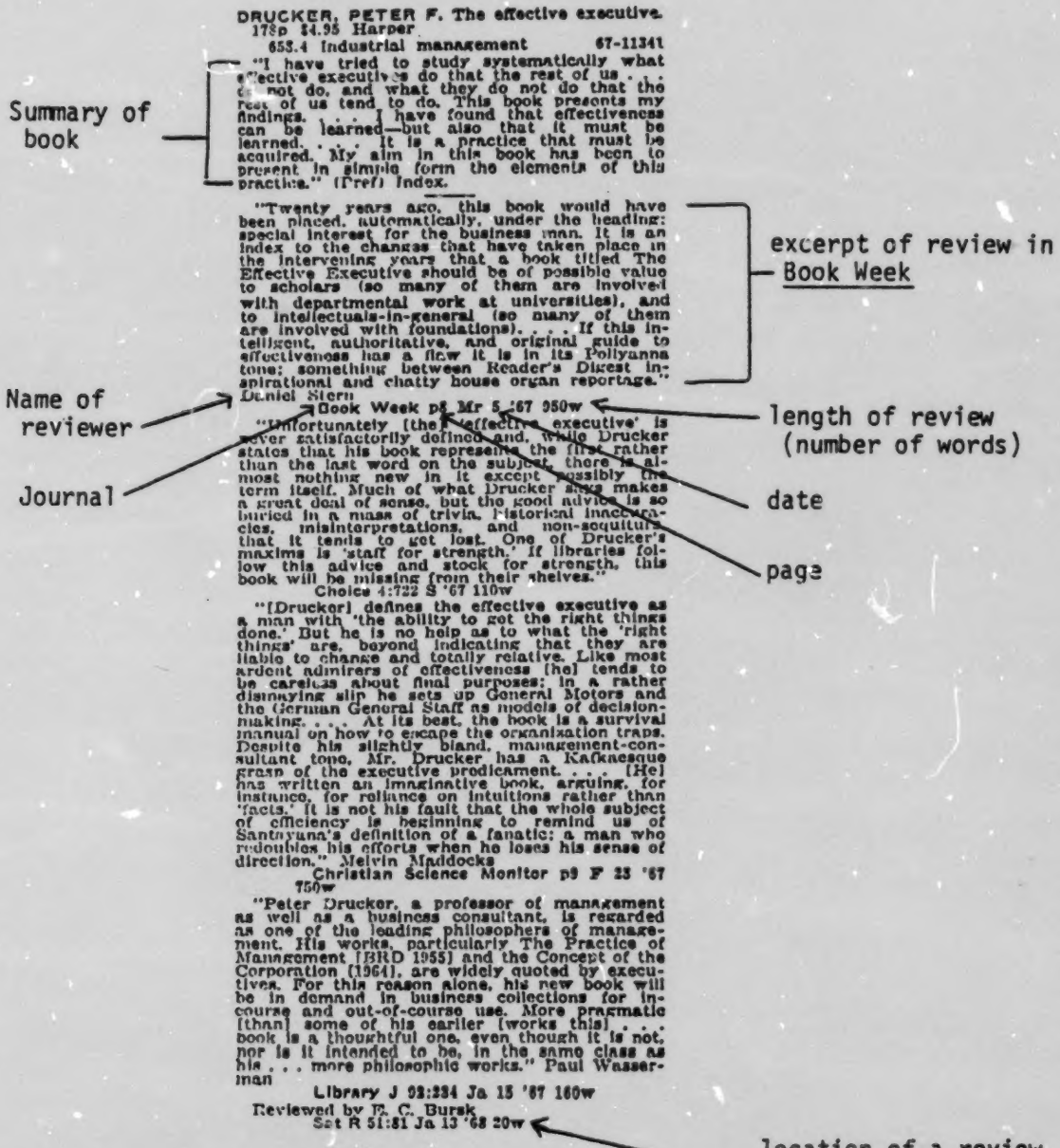
DRUCKER, PETER F. The effective executive.
178p $4.95 Harper
658.4 Industrial management 67-11341
"I have tried to study systematically what effective executives do that the rest of us . . . do not do, and what they do not do that the rest of us tend to do. This book presents my findings. . . . I have found that effectiveness can be learned—but also that it must be learned. . . . It is a practice that must be acquired. My aim in this book has been to present in simple form the elements of this practice." (Pref) Index.
Summary of book
"Twenty years ago, this book would have been placed, automatically, under the heading: special interest for the business man. It is an index to the changes that have taken place in the intervening years that a book titled The Effective Executive should be of possible value to scholars (so many of them are involved with departmental work at universities), and to intellectuals-in-general (so many of them are involved with foundations). . . . If this intelligent, authoritative, and original guide to effectiveness has a flaw it is in its Pollyanna tone; something between Reader's Digest inspirational and chatty house organ reportage."
excerpt of review in Book Week
Daniel Stern
Book Week p8 Mr 5 '67 950w
Name of reviewer
length of review (number of words)
Journal
date
page
"Unfortunately [the] 'effective executive' is never satisfactorily defined and, while Drucker states that his book represents the first rather than the last word on the subject, there is almost nothing new in it except possibly the term itself. Much of what Drucker says makes a great deal of sense, but the good advice is so buried in a mass of trivia, historical inaccuracies, misinterpretations, and non-sequiturs that it tends to get lost. One of Drucker's maxims is 'staff for strength.' If libraries follow this advice and stock for strength, this book will be missing from their shelves."
Choice 4:722 S '67 110w
"[Drucker] defines the effective executive as a man with 'the ability to get the right things done.' But he is no help as to what the 'right things' are, beyond indicating that they are liable to change and totally relative. Like most ardent admirers of effectiveness [he] tends to be careless about final purposes; in a rather dismaying slip he sets up General Motors and the German General Staff as models of decision-making. . . . At its best, the book is a survival manual on how to escape the organization traps. Despite his slightly bland, management-consultant tone, Mr. Drucker has a Kafkaesque grasp of the executive predicament. . . . [He] has written an imaginative book, arguing, for instance, for reliance on intuitions rather than 'facts.' It is not his fault that the whole subject of efficiency is beginning to remind us of Santayana's definition of a fanatic: a man who redoubles his efforts when he loses his sense of direction." Melvin Maddocks
Christian Science Monitor p9 F 23 '67 750w
"Peter Drucker, a professor of management as well as a business consultant, is regarded as one of the leading philosophers of management. His works, particularly The Practice of Management [BRD 1955] and the Concept of the Corporation [1964], are widely quoted by executives. For this reason alone, his new book will be in demand in business collections for in-course and out-of-course use. More pragmatic [than] some of his earlier [works this] . . . book is a thoughtful one, even though it is not, nor is it intended to be, in the same class as his . . . more philosophic works." Paul Wasserman
Library J 92:234 Ja 15 '67 160w
Reviewed by E. C. Bursk
Sat R 51:81 Ja 13 '68 20w
location of a review for which no excerpt is given

FIGURE 20. Book Review Digest, 1967. p. 365.

Go on to page 6.

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If you don't find a review of your book in any of the book review indexes, check the periodical indexes in your subject area. Many have separate book review categories. A few important periodicals even publish their own separate indexes.

BOOK REVIEWS

Aaker, D. A. and Day, G. S. Marketing research: Private and public sector decisions. 1980
J Mkt Res 18:127-30 F '81. W. H. Jones
Abdel-Khalik, A. R. ed. Government regulation of accounting and information. 1980
Acct R 56:203-4 Ja '81. J. H. Engstrom
Abdel-Khalik, R. and Ajinkya, B. B. Empirical research in accounting: a methodological viewpoint. 1979
Acct R 56:410 Ap '81. J. R. Mensching
Abel, A. ed. Collected papers of Franco Modigliani. v3
Economist 276:81 Ag 16 '80
Abell, D. F. and Hammond, J. S. Strategic market planning: problems and analytical approaches. 1979
J Mkt 44:131-3 Summ '80. V. Mahajan
Allen, D. E. Hospital planning. 1979
J Mgt Stud 18:242-6 Ap '81. R. G. Bevan
Allen, W. Short story in English
Economist 279:92+ Ap 18 '81
Allsopp, M. Management in the professions
Pers Mgt 12:72 O '80. A. W. Howitt
Alpers, A. Life of Katherine Mansfield
Economist 275:122 My 31 '80
Alter, S. L. Decision support systems: current practice and continuing challenges. 1980
Sloan Mgt R 21:77 Spr '80. M. S. S. Morton
Altman, J. and Nieuwenhuysen, J. Economic status of Australian aborigines. 1979
Econ Rec 56:104-5 Mr '80. F. Gale
Alvarez, R. and others. Discrimination in organizations: using social indicators to manage change. 1979

FIGURE 21. Business Periodicals Index, vol. 23. p. 1501

THE WALL STREET JOURNAL INDEX

BOOK REVIEWS *(Cont.)*

Chaucer's Knight, by Terry Jones. (Louisiana State University Press) 4/2-28;4

The Clans of the Scottish Highlands, paintings by R.R. Mclan, text by Antonia Fraser. (Knopf) 12/1-26;4

The Collected Stories of Eudora Welty. (Harcourt Brace Jovanovich) 11/24-30;4

Conscience and Convenience, by David J. Rothman. (Little, Brown) 3/19-24;4

Corporate Bigamy: How to Resolve the Conflict Between Career and Family, by Morton Feinberg, with Richard Dempewolff. (William Morrow) 2/29-12;4

Cosmas, or The Love of God, by Pierre de Calan. (Doubleday) 10/6-35;1

Cosmos, by Carl Sagan. (Random House) 12/1-26;4

The Court Years 1939-1975, by William Douglas. (Random House) 11/21-28;4

Green Monday, by Michal Thomas. (Wyndham Books) 7/28-10;4

Hidden Survivors: Portraits of Poor Jews in America, by Thomas Cottle. (Prentice-Hall) 7/11-14;4

History of the Idea of Progress, by Robert Nisbet. (Basic Books) 4/7-18;5

The Horse in Art, by John Baskett, foreworded by Paul Mellon. (New York Graphic Society/Little Brown) 11/17-28;4

How to Win Votes: The Politics of 1980, by Edward Costikyan. (Hartcourt, Brace Jovanovich) 4/18-20;4

Human Scale, by Kirkpatrick Sale. (Coward, McCann & Geoghegan) 6/27-24;4

The Image of the King, by Richard Ollard. (Atheneum) 3/17-20;4

Innocent Blood, by P.D. James. (Scribner's) 4/28-26;4

In the Absence of Power, by Haynes Johnson. (Viking)

Palace Politics: An Inside Account of The Ford Years, by Robert Hartmann. (McGraw-Hill) 8/15-14;3

Paradigms Lost, by John Simon. (Clarkson N. Potter) 8/18-10;4

Paradise as a Garden, by Elizabeth B. Moynihan. (Braziller) 1/22-20;4

Paved With Good Intention: The American Experience and Iran, by Barry Rubin. (Oxford University) 11/14-30;4

Philosophy & Public Policy, by Sidney Hook. (Southern Illinois University) 9/3-26;4

Planets X and Pluto, by William Graves Hoyt. (The University of Arizona Press) 3/28-20;4

The Politics of Regulation, edited by James Q. Wilson. (Basic Books) 8/1-12;4

The Politics of Taxation, by Thomas J. Reese. (Quorum Books) 12/24-6;4

A Portrait of Lost Tibet, by Rosemary Jones Tung. (Holt, Rinehart & Winston) 12/15-24;4

FIGURE 22. Wall Street Journal Index, 1981. p. 834.

Go on to page 7.

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A unique way to find out what has been written about a particular book or article is by using a CITATION INDEX. While citation indexes do list some book reviews, their primary purpose is to show where and how often a particular author's work has been mentioned (cited) by others in his field. Although citation indexes often look formidable to the inexperienced user, they are really not too complicated. They require you to follow a two-step process which we will demonstrate using Social Sciences Citation Index (SSCI).

Assume that you want to find out how Blake and Mouton's famous book, The Managerial Grid, has been discussed in the management literature.

STEP 1: Select a "citation" volume of Social Sciences Citation Index, and look up Blake's name. All of his publications as of the date of the index was published will be listed under his name in dark type, and preceded by their dates of publication. Find The Managerial Grid, published in 1964.

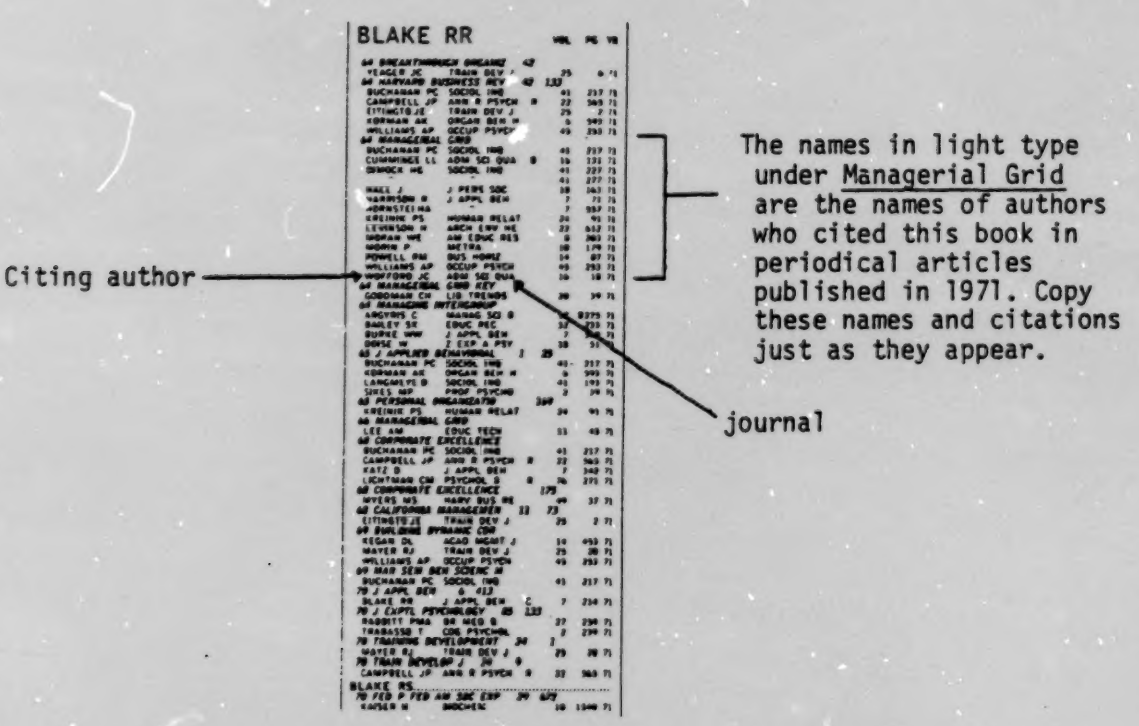
BLAKE RR
Citing author
The names in light type under Managerial Grid are the names of authors who cited this book in periodical articles published in 1971. Copy these names and citations just as they appear.
journal

FIGURE 23. Social Sciences Citation Index, 1971, vol. 1. p. 572.

Go on to page 8.

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STEP 2: Then, find the "source" volume of SSCI and look up the names of those citing authors that you copied in STEP 1. Now you can see, listed under each author's name, title and publication data of the article citing The Managerial Grid. (If there is more than one entry listed under the citing author, be sure to choose the one for the same journal or book that you found next to that name in the citation volume).

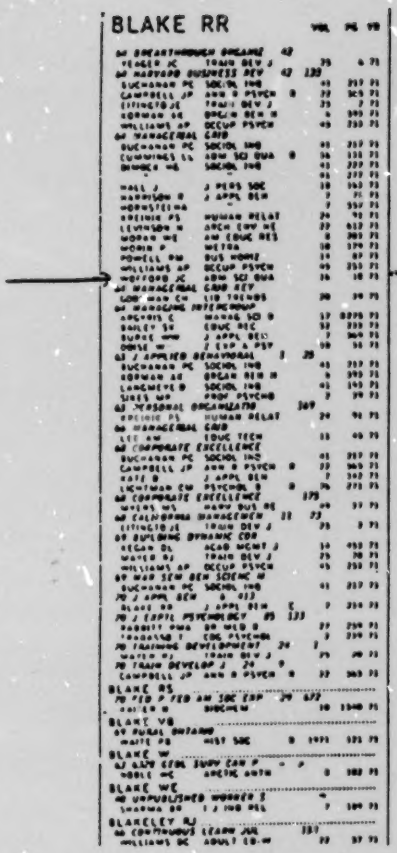

FIGURE 24 (a). Social Sciences Citation Index, 1971, vol. 1. p. 572

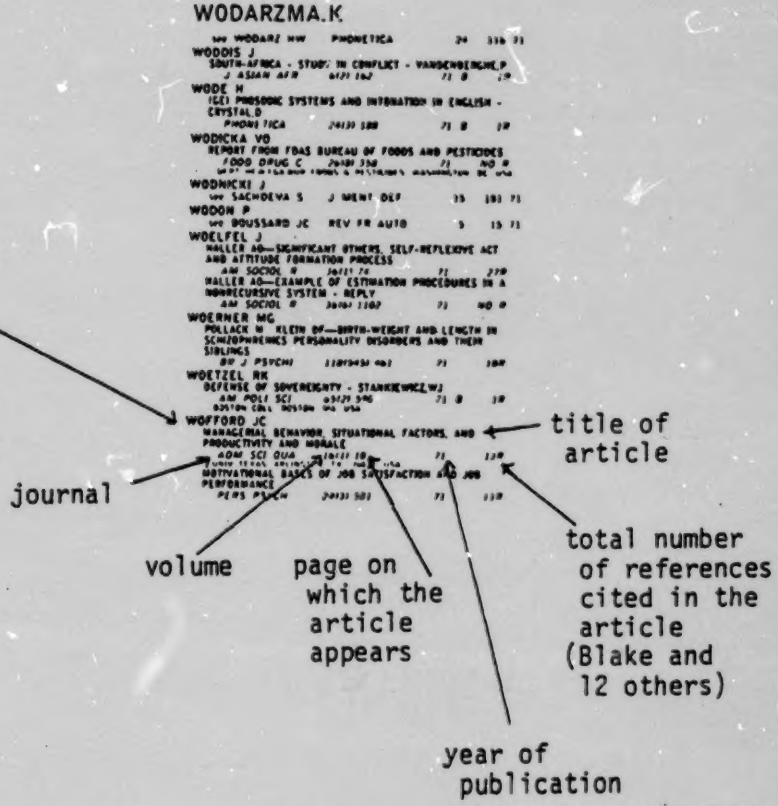

FIGURE 24 (b). Social Sciences Citation Index, 1971, vol. 3. p. 2209.

That's easier than you would have suspected from a first glance, isn't it? In fact, the hardest part of using a citation index is reading the tiny print.

Go on to page 9.

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Study the following example from Social Sciences Citation Index. Assume that you have read David C. McClelland's book on motivation, The Achieving Society, and want to see how it has been discussed in the literature of management. You decide to examine the article by R. P. Bagozzi, to see how it mentions McClelland. Which of the five entries under Bagozzi's name in the "source" volume is the same one you found in the "citation" volume under McClelland's name?

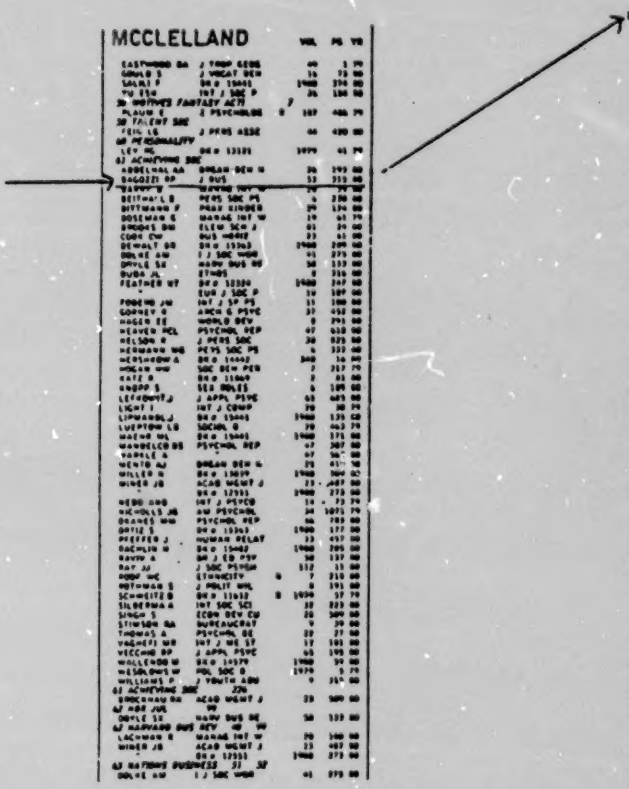

FIGURE 25 (a). Social Sciences Citation Index, 1980, vol. 2. p. 8891.

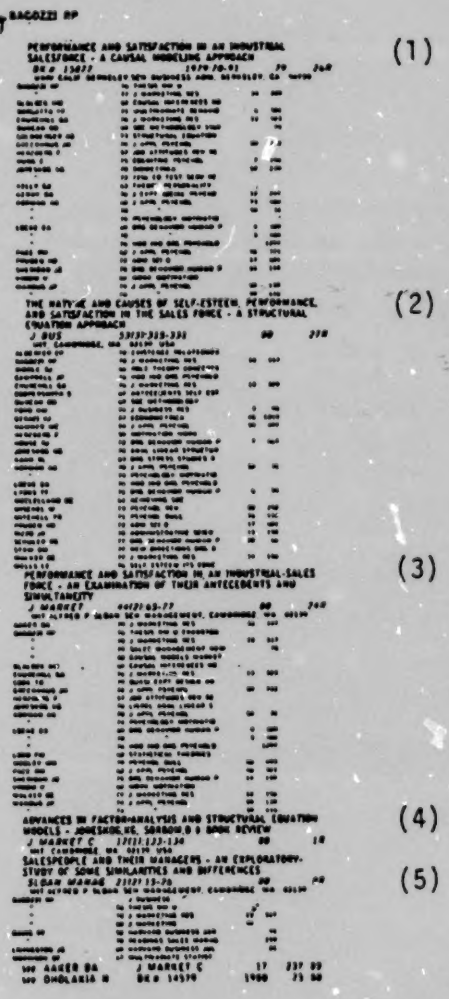

FIGURE 25 (b). Social Sciences Citation Index, 1980, vol. 3. p. 621.

(1) Turn to page 10.

(2) Turn to page 11.

(3) Turn to page 12.

(4) Turn to page 13.

(5) Turn to page 14.

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No, the entry for Bagozzi was published in J Bus. You have chosen the entry for a book. Study the sample on page 8 and then try once more.

Good! From the entry in the citation volume you can see that Bagozzi's article citing McClelland was published in J Bus. The only entry from J Bus under Bagozzi's name is number 2, entitled "The Nature and Causes of Self-Esteem, Performance, and Satisfaction in the Sales Force-A Structural Equation Approach."

If you feel fairly certain that you understand reviews and citation indexes, you may do the library practice questions on page 15, and then go on to Chapter 7.

No, the entry for Bagozzi was published in J Bus. You have chosen the entry published in J Market. Study the sample on page 8 and then try again.

No, the entry for Bagozzi was published in J Bus. You have chosen a book review published in J Market C. Study the example on page 8, and then try the question again.

No, the entry for Bagozzi was published in J Bus. You have chosen an article published in Sloan Manag. Review the example on page 8, and then try the question again.

NAME:_____ INSTRUCTOR:_____

QUESTIONS TO ANSWER IN THE LIBRARY

1. Using an appropriate book review index from the list on page 2, locate reviews of The Age of Uncertainty by John Kenneth Galbraith, Published in 1977.

   a) Give the name and volume of the index in which you found the reviews.

   b) How many reviews of the Galbraith book does this index list?

   c) Choose any one of these reviews and give the title, volume and date of the journal that published it, and the page on which it begins.

2. Using the 1979 citation volume of Social Science Citation Index, look up the book again.

   a) How many times was this book cited in 1978 and 1979?

   b) Turn to the source volume and look up the cited reference by J. Arndt that appears in the citation volume. What is the title of the article?

Chapter 7

CHECKING UP ON THE EXPERTS

In the last chapter, we examined some ways to find out how books and articles have been received and discussed by authorities in the field. You should be aware, however, that not all opinions are created equal. Differences in philosophy and in educational preparation affect an individual's work. A writer can be liberal, conservative, Marxist, revisionist, Freudian, or any other persuasion, and these biases will be present in his/her work, even though you as a student may not be astute enough to spot them. Not all writers are equally well educated either, and this is a factor you will want to consider in assessing credibility. The individual with a B.A., who makes a living as a freelance writer, frequently lacks the intellectual reputation of the Ph.D. who teaches at Harvard.

You can check on an author's background through a variety of BIOGRAPHICAL SOURCES. The amount of information you will find will vary greatly, depending upon the particular source you choose. Some give only a paragraph of facts and dates; others are longer and more detailed. The following page shows how two different sources cover Peter Drucker, author of The Effective Executive, for which we found reviews in the previous chapter.

Go on to page 2.

DRUCKER, PETER FERDINAND, writer, cons., educator; b. Vienna, Austria, Nov. 19, 1909; s. Adolph Bertram and Caroline D.; grad. Gymnasium, Vienna, 1927; LL.D., U. Frankfurt, 1931; 11 hon. degrees, U.S. and fgn. univs.; m. Doris Schmitz, Jan. 16, 1937; children—Kathleen Romola, J. Vincent, Cecily Anne, Joan Agatha. Came to U.S., 1937, naturalized, 1943. Economist, London Banking House, 1933-37; Am. adviser for Brit. banks, Am. corr. Brit. newspapers, 1937-42; cons. maj. bus. corps., U.S., 1940—; prof. philosophy, politics Bennington Coll., 1942-49; prof. mgmt. N.Y. U., 1950-72, chmn. mgmt. area, 1957-62, distinguished univ. lectr., 1972—; Clarke prof. social sci. Claremont Grad. Sch. (Calif.), 1971—. Recipient Parlin Meml. medal Am. Marketing Assn., 1937; gold medal Internat. U. Social Studies, Roma, 1957; Wallace Clark Internat. Mgmt. medal, 1963; Hegemann medal (West Germany), 1966; Taylor Key, Soc. for Advancement Mgmt., 1967; Presidl. citation N.Y. U., 1969; CIOS Internat. Mgmt. gold medal, 1972. Fellow A.A.A.S. (council), Internat., Am. acads. mgmt., Brit. Inst. Mgmt (hon.); mem. Soc. for History Tech. (pres. 1965-66). Author: The End of Economic Man, 1939; The Future of Industrial Man, 1941; Concept of the Corporation, 1946; The New Society, 1950; Practice of Management, 1954; America's Next Twenty Years, 1957; The Landmarks of Tomorrow, 1959; Managing for Results, 1962; The Effective Executive, 1966; The Age of Discontinuity, 1969; Technology; Management and Society; 1970; Men, Ideas and Politics, 1971; Management: Tasks, Responsibilities, Practices, 1974; The Unseen Revolution: How Pension Fund Socialism Came to America, 1976; People and Performance, 1977; Management, An Overview, 1978; Adventures of a Bystander, 1979; Managing in Turbulent Times, 1980; Toward the Next Economics and Other Essays, 1981; The Changing World of the Executive, 1982; (fiction) The Last of All Possible Worlds, 1982; producer (movie series) The Effective Executive, 1969, Managing Discontinuity, 1971, The Manager and the Organization, 1977; Managing for Tomorrow, 1981.

FIGURE 26. Who's Who in America, 1982-83, vol. 1. p. 879

Go on to page 3.

DRUCKER, Peter F(erdinand) 1909-

PERSONAL: Born November 19, 1909, in Vienna, Austria; came to the United States in 1937, naturalized citizen, 1943; son of Adolph Bertram (a lawyer and professor) and Caroline Drucker; married Doris Schmitz, January 15, 1937; children: Kathleen, Vincent, Cecily, Joan. *Education:* Studied at University of Hamburg, 1927-28; University of Frankfurt, LL.D., 1931. *Home:* 636 Wellesley Dr., Claremont, Calif. 91711. *Office:* Claremont Graduate School, Claremont, Calif.

CAREER: General Anzeiger (daily newspaper), Frankfurt, Germany, staff member, 1929-31, foreign and finance editor, 1931-33; economist for international banking house, London, England, 1933-36; American adviser to group of British banks and investment trusts, 1937; American correspondent for several British newspapers, 1939-41; independent private consultant to business and industry, 1940—. Professor of economics at Sarah Lawrence College, 1940-42; professor of philosophy and politics at Bennington College, 1942-49; New York University, professor of management, 1950-72, distinguished university lecturer, 1972-76, professor emeritus, 1976—; Clarke Professor of Social Science and Management at Claremont Graduate School, 1971—.

MEMBER: International Academy of Management (fellow), American Association for the Advancement of Science (fellow; council member, 1967-68), American Academy of Management (fellow), Society for the History of Technology (first vice-president; president, 1965-66). *Awards, honors:* Nine honorary degrees from colleges and universities in Belgium, England, Japan, Switzerland, and the United States; Wallace Clark International Management medal, 1963; Order of the Sacred Treasure, Japan, 1964; Taylor Key from Society for the Advancement of Management, 1967; Presidential citation from New York University, 1969; gold medal from International Management Congress, 1972; other awards from American Marketing Association, American College of Hospital Administration, Italian Management Association, International University for Social Studies (Rome), and Assumption University (Windsor, Ontario).

WRITINGS: Die Rechtfertigung des Voelkerrechts aus dem Staatswillen: Eine logisch-kritische Untersuchung der Selbstverpflichtungs-und Vereinbahrungslehre (title means "The Foundation of International Law in Governmental Commitment"), F. Vahlen (Berlin), 1932; *Friedrich Julius Stahl: Konservative Staatslehre und geschichtliche Entwicklung* (title means "Friedrich Julius Stahl: Conservative Political Theory and Historical Development"), Mohr (Tuebingen), 1933; *The End of Economic Man: A Study of the New Totalitarianism*, John Day, 1939.

The Future of Industrial Man: A Conservative Approach, John Day, 1942, new edition, New American Library, 1965; *Concept of the Corporation*, John Day, 1946, revised edition, 1972.

FIGURE 27. Contemporary Authors, VOL. 61-64. p. 166

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The most important thing to remember when using biographical sources is that they vary widely in scope. Some are restricted to living individuals:

Current Biography
Who's Who
Contemporary Authors
Directory of American Scholars

Others list deceased persons only:

Chambers Biographical Dictionary
McGraw-Hill Encyclopedia of World Biography
Who Was Who

Some are restricted geographically:

Who's Who in America
Dictionary of American Biography
Dictionary of National Biography (British)

A few are limited to a particular profession:

Who's Who in Finance and Industry
Biographical Dictionary of American Labor Leaders

Many sources combine more than one restriction. For example, Dictionary of American Biography lists only deceased Americans, while Dictionary of National Biography carries only deceased Britons. Always examine the preface or introduction of an unfamiliar source to determine its restrictions in scope.

Go on to page 4.

Depending upon how much information you need, you may want to read about your author in more than one of these sources, since the amount of detail and level of analysis will vary. Compare three different entries for John Maynard Keynes:

Belgians. See his *Naval Memoirs* (2 vols. 1934–35), *Adventures Ashore and Afloat* (1939) and *Amphibious Warfare and Combined Operations* (1943). His son, Lieut-Col. Geoffrey Keyes, M.C. and posthumous V.C., was killed in the historic commando raid on Rommel's H.Q. in 1941.

(2) Sydney (1922–43), English poet, born at Dartford, Kent, was killed in Tunisia in April 1943. His first book of poems, *The Iron Laurel*, was published in 1942, and his second, *The Cruel Solstice*, in 1944, in which year he was posthumously awarded the Hawthornden prize. See his *Collected Poems*, edited with memoir and notes by M. Meyer (1945).

→ **KEYNES**, John Maynard, 1st Baron (1883–1946), English economist, pioneer of the theory of full employment, son of John Neville (1852–1949) the Cambridge logician and political economist, born at Cambridge and educated at Eton and King's College, Cambridge, where he became one of the 'Bloomsbury group' and where off and on from 1908 he lectured in economics. He was at the India Office (1906–08) and in 1913 as a member of the Royal Commission on Indian finance and currency, published his first book on this subject. In both world wars he was an adviser to the Treasury, which he represented at the Versailles Peace Conference but resigned in strong opposition to the terms of the draft treaty, set out in his *Economic Consequences of the Peace* (1919) written with the encouragement of Smuts. In 1921 *Treatise of Probability* appeared, in which he explored the logical relationships between calling something 'highly probable' and a 'justifiable induction'. In 1923 he became chairman of the Liberal periodical, *Nation*, and pamphleteered his controversial views on European reconstruction, strongly attacking Churchill's restoration of the gold standard (1925). The unemployment crises inspired his two great works, *A Treatise on Money* (1930) and the revolutionary *General Theory of Employment, Interest and Money* (1936). He argued that full employment was not an automatic condition, expounded a new theory of the rate of interest, and set out the principles underlying the flows of income and expenditure, and fought the Treasury view that unemployment was incurable. His views on a planned economy influenced Roosevelt's 'New Deal' administration. He married a Diaghilev ballerina, Lydia Lopokova and with her helped to found the Vic-Wells ballet. He financed the establishment of the Arts Theatre, Cambridge. In 1943 he proposed the international clearing union, played a leading part (1944–46) in the formulation of the Bretton Woods agreements, the establishment of the International Monetary Fund, and the troublesome, abortive negotiations for a continuation of American *Lend-lease*. Created C.B. (1917), elected F.B.A. (1929), he died just prior to being awarded the O.M. See his *Essays in Persuasion* (1931), *Essays in Biography* (1933), studies by Dillard (1948), Pigou (1950), Memoirs, ed. at Cambridge (1949), F. A. Keynes (1950), and Life by Harrod (1951).

KEYSERLING, Hermann Graf, *kī'zer-ling* (1880–1946), German philosopher, born at Koenno in Livonia, travelled widely, founded a 'School of Wisdom' at Darmstadt and attempted a synthesis of western and eastern thought. See his *Travel Diary of a Philosopher* (1919; trans. 1925), and M. G. Parks, *Introduction to Keyserling* (1934).

KHAMA, (1) (1835–1923), a reforming chief of the Bamangwato in the Bechuanaland Protectorate. See Life by J. Mockford (1931).

(2) Sir Seretse (1921–), African politician, born at Serowe, Bechuanaland (now Botswana), nephew of Tshekedi Khama (1905–59), who was chief regent of the Bamangwato from 1925. Seretse was educated in Africa and Balliol College, Oxford. While a student at the Inner Temple in 1948 he married an English woman, and in 1950, with his uncle, was banned from the chieftainship and the territory of the Bamangwato. Allowed to return in 1956, he became active in politics, and was restored to the chieftainship in 1963. He became first prime minister of Bechuanaland in 1965 and president of Botswana in 1966, having received a knighthood.

KHAN, (Mohammed) Ayub (?–), Pakistani statesman, born Abbottabad, educated Aligarh Moslem University and Sandhurst, served in World War II, became first C.-in-C. of Pakistan's army (1951) and field-marshal (1959). He became president of Pakistan in 1958 after a bloodless army *coup*, and established a stable economy and political autocracy. In March 1969, after widespread civil disorder and violent opposition from both right and left wings, Ayub Khan relinquished power and martial law was re-established. See his *Friends, Not Masters* (1967).

KHATCHATURIAN, Aram (1903–), Russian composer, student of folksongs, and authority on oriental music, born at Tiflis in 1903. His compositions include two symphonies, concertos, ballets, film and instrumental music. See Lives by Martinov (Moscow 1947) and Shneerson (trans. 1960).

KHAYYÁM, Omar. See OMAR.

KHRUSHCHEV, Nikita Sergeyevich, *kroosh'chof* (1894–1971), Soviet politician, born at Kalinovka near Kursk, was a shepherd boy and a locksmith and is said to have been almost illiterate until the age of 25. Joining the Communist Party in 1918, he fought in the Civil War and rose rapidly in the party organization. In 1939 he was made a full member of the Politburo and of the Presidium of the Supreme Soviet. In World War II he organized guerrilla warfare against the invading Germans and took charge of the reconstruction of devastated territory. In 1949 he launched a drastic reorganization of Soviet agriculture. In 1953 on the death of Stalin he became first secretary of the All Union Party and three years later, at the 20th Congress of the Communist Party, denounced Stalinism and the 'personality cult'. The following year he demoted Molotov, Kaganovich and Malenkov—all possible rivals. Khrushchev, who did much to enhance the ambitions and status of the Soviet Union abroad, was nevertheless deposed in 1964 and forced into retirement. He was at his peak the greatest power behind the Iron Curtain, and a decisive voice in

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FIGURE 28. Chamber's Biographical Dictionary, 1974. p. 736.

Go on to page 5.

KEYNES / By James A. Gherity

John Maynard Keynes, 1st Baron of Tilton (1883–1946), was an English economist who revolutionized economic theory and policy by linking employment and income to public and private expenditure. He is also known for his role in the creation of new international monetary institutions in World War II.

John Maynard Keynes was born on June 5, 1883, the son of John Neville Keynes, registrar of the University of Cambridge and eminent logician and economist. John Maynard's mother, a woman of exceptional charm and ability, was onetime mayor of Cambridge. He was educated at Eton and King's College, Cambridge, and began a career in the civil service, where he was assigned to the India Office from 1906 to 1909. There he acquired an intimate knowledge of the government service and an interest in Indian currency and finance that was to bear fruit a few years later.

His Writings

In 1909 Keynes was elected fellow of King's College and returned to Cambridge. In 1911 he was chosen, in spite of his youth and inexperience, as editor of the *Economic Journal*, the publication of the Royal Economic Society and one of the leading professional journals. From that time until 1945 his duties were carried out with outstanding promptness and efficiency. In 1913 his first book, *Indian Currency and Finance*, was published shortly after he was appointed to the Royal Commission on Indian Currency and Finance. His book has been referred to as the best in the English language on the gold exchange standard.

With the outbreak of World War I Keynes entered the Treasury, first as an unofficial and unpaid assistant. Before the end of the war he held a position equivalent to an assistant secretary and was largely responsible for handling Interallied finances.

At the conclusion of the war Keynes went to the Paris Conference as principal representative of the Treasury and deputy for the chancellor of the Exchequer on the Supreme Economic Council. It soon became apparent to him that the economic terms of the treaty and particularly the reparations settlement were impossible of fulfillment. He resigned in June 1919 and set forth his case in *The Economic Consequences of the Peace* (1919). Although the book aroused tremendous controversy, subsequent events have demonstrated the substantial correctness of his position.

Having left the public service, Keynes returned to Cambridge as second bursar of King's College. In 1921 he assumed the first of a number of important company directorships. Also that year, he published *A Treatise on Probability* and, a year later, *A Revision of the Treaty*, a sequel to *The Economic Consequences*. In 1923 his *Tract on Monetary Reform* appeared. From 1924 until his death he was first bursar of King's College and through his expert management made King's what a contemporary has described as "indecently rich."

In 1925 Keynes married Lydia Lopokova, a Russian ballerina, who was as outstanding a person in her own way as he was in his. Although he had for many years been a collector of rare books and fine art, he now became an active patron of the theater, helping in later years (1932) as treasurer of the Camargo Society to bring about a union of the resources of the Camargo, the Vic-Wells, the Rambert Ballet, and others. In 1936 he founded and generously financed the Cambridge Arts Theatre.

Keynes's *Treatise on Money*, a two-volume work that generations of students have found full of brilliant insights but incomprehensible as a whole, was published in 1930. In it Keynes attempted with little success to break free of the shortcomings and limitations of the Cambridge version of the quantity theory of money. In retrospect, one can see the germ of many of the ideas that distinguish his later work—but as isolated flashes of insight lacking the proper framework and, as a result, not leading to any very useful or interesting conclusions.

Finally, in 1936, came Keynes's *General Theory of Employment, Interest and Money*, a book that not only revolutionized economic theory but also had a direct impact on the lives of a large proportion of the world's population. Here Keynes took issue with the classical theory which found in a competitive capitalist economy a set of mechanisms that automatically move the economy toward a state of full employment. (The term "classical" is used here to mean the mainstream of orthodox economic theory beginning with Adam Smith and running through the work of Ricardo, Mill, Marshall, and others.) These mechanisms functioned in the labor market and in the market for goods and services.

Classical Position

In the labor market, competition among workers assures full employment on the condition that the real rate of wages responds to the forces of supply and demand.

FIGURE 29. McGraw-Hill Encyclopedia of World Biography, vol. 6. p. 183.

Go on to page 6.

been approved, he would have been in the forefront of the battle. A place in history is assured for him not only for the planning and execution of the raids on Zeebrugge and Ostend, but also for his conduct of the Dover Command during a critical period of the war of 1914–18.

[Keyes's own writings; *The Times*, 27 December 1945; C. F. Aspinall-Oglander, *Roger Keyes*, 1951; private information; personal knowledge.] W. M. James.

KEYNES, JOHN MAYNARD, Baron Keynes (1883–1946), economist, was born in Cambridge 5 June 1883, the elder son of John Neville Keynes (1852–1949), for twenty-seven years lecturer in moral science and from 1910 to 1925 registrary in the university. Whereas Neville Keynes's most important work was his *Formal Logic* (1884), he was well known to economists of his generation for his *Scope and Method of Political Economy* (1891). He was a close friend of Alfred Marshall, as well as of Henry Sidgwick and Henry Fawcett [qq.v.]. Economics then lay within the moral sciences tripos and Neville Keynes until 1910 was chairman of the special board which governed its teaching and examination. Through his father, Maynard Keynes thus grew up in close association with the Cambridge economists of the older generation, whilst through his mother he learned something of the social problems of the day. She was Florence Ada (died 1958), daughter of the Rev. John Brown, long minister of Bunyan's chapel at Bedford, and author of a well-known study of Bunyan. A sister of Sir Walter Langdon-Brown [q.v.], she had been an early student of Newnham College, and in addition to a wide interest in public and social work became justice of the peace, alderman, and mayor of Cambridge. Keynes's younger brother, Sir Geoffrey Langdon Keynes, achieved distinction as a surgeon and bibliophile; his sister, Margaret Neville, married Professor A. V. Hill, C.H., secretary (1935–45) of the Royal Society.

Maynard Keynes went as a scholar to Eton where he was eventually elected to the Society. Educated in the classical tradition—he was in the Newcastle Select—he made his mark principally as a mathematician and the winner of the Tomline prize. An Eton scholarship in mathematics and classics took him to King's College, Cambridge. He was no more than twelfth wrangler in 1905. But at Cambridge, as at Eton and throughout his life, his interests were much wider than his formal studies. He won the Members' prize for an English essay on the political doctrines of Edmund Burke (1904), was president of the Liberal Club, and in 1903 president of the Union. His athletic activities at Cambridge were never strenuous. At Eton he had played the Wall game with enthusiasm and some skill and had rowed with energy rather than distinction; now, abandoning rowing after his first term, he engaged in a little occasional golf and riding and rather more strenuous bridge. The natural centre of attraction for this uncompromising pursuer of truth, companionable and argumentative by nature, rationalist and iconoclastic by conviction, was undoubtedly the group of brilliant undergraduate friends whose efforts to identify good states of mind, with the aid of (Professor) G. E. Moore's *Principia Ethica*, have been described by Keynes in 'My Early Beliefs' (*Two Memoirs*, 1949). They included Lytton Strachey [q.v.] and Mr. Leonard Woolf—through whom he became a member of a small, select, and intimate society known as 'the Apostles'—James Strachey, Adrian and Thoby Stephen, and others who later, with Keynes, became identified as the Bloomsbury group. 'We were the forerunners of a new dispensation, we were not afraid of anything . . . water spiders gracefully skimming . . . the surface of the stream without any contact at all with the eddies and currents underneath.'

Within mathematics, Keynes's chief interest was in the borderland between that subject and philosophy; he continued for many years to work in this field, and his fellowship dissertation at King's was on the theory of probability. After taking the tripos, however, he turned to the study of economics and first came into working contact with Alfred Marshall and the teaching of Cambridge economics. Marshall, greatly impressed by Keynes's ability, expressed hopes that he might become a professional economist; although Keynes found economics 'increasingly satisfactory' he decided to sit for the Civil Service into which he passed second in 1906. Posted to the India Office at a time when it was still small and intimate, he found an interest in Indian currency and finance which later formed the theme of his first book (1913) in the field of economics. Meanwhile he was working on his fellowship dissertation, but to his

FIGURE 30. Dictionary of National Biography, 1941-1950. p. 452.

Go on to page 7.

The sources we have examined so far are examples of biographical dictionaries and encyclopedias. In order to use them effectively, you must know whether the individual you seek is living or dead, his nationality, and perhaps his profession. If you lack this information, you may want to consult a special master index. From this index, you can learn which biographical dictionaries and encyclopedias list the individual about whom you ned information. Biography Almanac is an example of a master index. Each entry has four parts, which are illustrated in the following example:

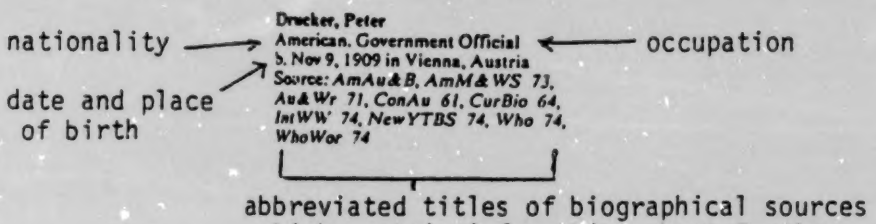

nationality
occupation
date and place of birth
Drucker, Peter
American. Government Official
b. Nov 9, 1909 in Vienna, Austria
Source: AmAu&B, AmM&WS 73, Au&Wr 71, ConAu 61, CurBio 64, IntWW 74, NewYTBS 74, Who 74, WhoWor 74
abbreviated titles of biographical sources which contain information about Drucker

FIGURE 31 (a). Biography Almanac, 1981. p. 329.

Using a master index involves a simple, three-step process:

STEP 1: Look up the individual's name and note the abbreviations listed.

STEP 2: Turn to the front of the volume to determine the complete titles of these sources.

Bibliographic Key to Publication Codes for Use in Locating Sources

Code	*Book Indexed*
AfrA 1	*African Authors: A Companion to Black African Writing.* Volume 1: 1300-1973. By Donald E. Herdeck. Washington, D.C.: Black Orpheus Press, 1973.
AfroAA	*Afro-American Artists: A Bio-Bibliographical Directory.* Compiled and edited by Theresa Dickason Cederholm. Boston: Trustees of the Boston Public Library, 1973.

FIGURE 31 (b). Biography Almanac, 1981. p. xiii.

STEP 3: Check the author/title card catalog to see if the Library has copies of these sources.

Go on to page 8.

An additional approach to finding information about people is through Biography Index, which will look familiar to you because it uses the format that you learned in Chapter 5. Published quarterly, it lists books of biography and biographical articles and sketches published in periodicals. A sample entry looks like this:

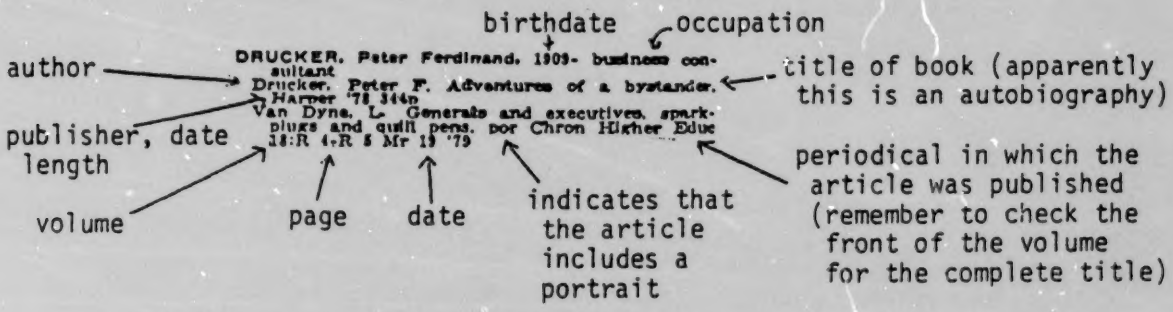
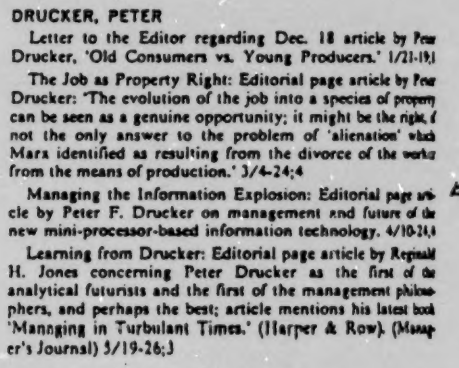

birthdate
occupation
author
DRUCKER, Peter Ferdinand. 1909- business consultant
Drucker, Peter F. Adventures of a bystander.
Harper '78 344p
Van Dyne, L. Generals and executives, spark-plugs and quill pens. por Chron Higher Educ 18:R 4-R 5 Mr 19 '79
title of book (apparently this is an autobiography)
publisher, date
length
volume
page
date
indicates that the article includes a portrait
periodical in which the article was published (remember to check the front of the volume for the complete title)

FIGURE 32. Biography Index, vol. 5. p. 426

As with the periodical indexes in Chapter 5, you should begin your search with the most recent volume and work backward. Publication date is an important consideration when you look up living individuals in the biographical dictionaries and encyclopedias. Older sources will not take into account an individual's most recent accomplishments, and will be unable to supply certain key data--such as the fact that the person died last year!

And don't overlook the obvious, non-specialized sources. Newspapers are a source of biographical feature stories and of obituaries.



DRUCKER, PETER

Letter to the Editor regarding Dec. 18 article by Peter Drucker, 'Old Consumers vs. Young Producers.' 1/21-19;1

The Job as Property Right: Editorial page article by Peter Drucker: 'The evolution of the job into a species of property can be seen as a genuine opportunity; it might be the right, if not the only answer to the problem of 'alienation' which Marx identified as resulting from the divorce of the worker from the means of production.' 3/4-24;4

Managing the Information Explosion: Editorial page article by Peter F. Drucker on management and future of the new mini-processor-based information technology. 4/10-24;1

Learning from Drucker: Editorial page article by Reginald H. Jones concerning Peter Drucker as the first of the analytical futurists and the first of the management philosophers, and perhaps the best; article mentions his latest book 'Managing in Turbulent Times.' (Harper & Row). (Manager's Journal) 5/19-26;3

Note that Drucker has published on the editorial page of this prestigious newspaper--another clue to his professional standing.

FIGURE 33. The Wall Street Journal Index, 1980. p. 956.

General encyclopedias can also supply biographies. If you have trouble tracking down information about an individual, be sure to ask a Reference Librarian for suggestions. Many more sources exist than can be mentioned in this brief chapter.

Go on to page 9.

Study the following excerpts from Biography Almanac. Could you find an article on John Maynard Keynes in Twentieth Century Authors: A Biographical Dictionary of Modern Literature?

Keynes, John Maynard, Baron
English. Economist, Journalist
b. Jun 5, 1883 in Cambridge, England
d. Apr 21, 1946 in London, England
Source: *DcLEL, EvLB, LongCTC, NewC, OxEng, REn, TwCA, TwCA Sup, WebE&AL, WhAm 2*

FIGURE 34 (a). Biography Almanac, 1981. p. 604

St&PR 75 — *Standard and Poor's Register of Corporations, Directors and Executives.* Three volumes. Volume 2: *Directors and Executives.* New York: Standard & Poor's Corp., 1975.

Str&VC — *Story and Verse for Children.* Third edition. By Miriam Blanton Huber. New York: Macmillan Co., 1965.
Biographies begin on page 793.

TexWr — *Texas Writers of Today.* By Florence Elberta Barns. Dallas: Tardy Publishing Co., 1935. Reprint. Ann Arbor: Gryphon Books, 1971.

ThFT — *They Had Faces Then: Super Stars, Stars and Starlets of the 1930's.* By John Springer and Jack Hamilton. Secaucus, New Jersey: Citadel Press, 1974.

ThrBJA — *Third Book of Junior Authors.* Edited by Doris DeMontreville and Donna Hill. New York: H.W. Wilson Co., 1972.

TwCA — *Twentieth Century Authors: A Biographical Dictionary of Modern Literature.* New York: H.W. Wilson Co., 1942, 1955.
TwCA — Original volume. Edited by Stanley J. Kunitz and Howard Haycraft, 1942.
TwCA SUP — First supplement. Edited by Stanley J. Kunitz, 1955.

TwCBDA — *The Twentieth Century Biographical Dictionary of Notable Americans.* Brief biographies of authors, administrators, clergymen, commanders, editors, engineers, jurists, merchants, officials, philanthropists, scientists, statesmen, and others who are making American history. 10 volumes. Edited by Rossiter

FIGURE 34 (b). Biography Almanac, 1981. p. xli

Yes. (Turn to page 10)

No. (Turn to page 11)

Right. TwCA is one of the abbreviations listed under Keynes' name, and by checking the abbreviations key you learn that this abbreviation stands for Twentieth Century Authors.

Keynes, John Maynard, Baron
English. Economist, Journalist
b. Jun 5, 1883 in Cambridge, England
d. Apr 21, 1946 in London, England
Source: *DcLEL, EvLB, LongCTC, NewC, OxEng, REn, TwCA, TwCA Sup, WebE&AL, WhAm 2*

St&PR 75 — *Standard and Poor's Register of Corporations, Directors and Executives.* Three volumes. Volume 2: *Directors and Executives.* New York: Standard & Poor's Corp., 1975.

Stor&VC — *Story and Verse for Children.* Third edition. By Miriam Blanton Huber. New York: Macmillan Co., 1965.
Biographies begin on page 793.

TexWr — *Texas Writers of Today.* By Florence Elberta Barns. Dallas: Tardy Publishing Co., 1935. Reprint. Ann Arbor: Gryphon Books, 1971.

ThFT — *They Had Faces Then: Super Stars, Stars and Starlets of the 1930's.* By John Springer and Jack Hamilton. Secaucus, New Jersey: Citadel Press, 1974.

ThrBJA — *Third Book of Junior Authors.* Edited by Doris DeMontreville and Donna Hill. New York: H.W. Wilson Co., 1972.

TwCA — *Twentieth Century Authors: A Biographical Dictionary of Modern Literature.* New York: H.W. Wilson Co., 1942, 1955.
TwCA — Original volume. Edited by Stanley J. Kunitz and Howard Haycraft, 1942.
TwCA SUP — First supplement. Edited by Stanley J. Kunitz, 1955.

TwCBDA — *The Twentieth Century Biographical Dictionary of Notable Americans.* Brief biographies of authors, administrators, clergymen, commanders, editors, engineers, jurists, merchants, officials, philanthropists, scientists, statesmen, and others who are making American history. 10 volumes. Edited by Rossiter

Now look carefully again at both of the above entries. You can see that Keynes is also listed in the first supplement volume of Twentieth Century Authors (TwCA SUP). Considering the date on which Keynes died, and the publication dates of the two books, which would be the better choice for information about Keynes?

(a) Twentieth Century Authors-Original Volume (Turn to page 12)

(b) Twentieth Century Authors-First Supplement (Turn to page 13)

Careful, you're forgetting the explanation on page 7. Review it and then turn to page 10 for the correct answer.

Have you forgotten the discussion on page 8 about the importance of publication dates? Review it and reconsider your answer. In case you've forgotten, the question is on page 10.

Very good! You win the McArthur-Kenney MAO (Most Astute Observer) Award. You noticed that the original volume of Twentieth Century Authors was published before Keynes died in 1946. Using the supplement volume oublished in 1955 would give a complete summary of his life.

If you feel fairly certain that you understand biographical sources, you may answer the library practice questions on page 14, and then go on to Chapter 8.

NAME:_____ INSTRUCTOR:_____

QUESTIONS TO ANSWER IN THE LIBRARY

1. Look up Thorstein Veblen in Biography Almanac (Ref. CT 104 .A2 B56). Using any of the sources listed there, answer the following questions.

   a) What was his profession?

   b) What is the title of his first (and best-known) book?

2. Look up Veblen in the 1970-1973 volume of Biography Index. What is the title of the article about him by John Kenneth Galbraith?

3. Look up Veblen in McGraw-Hill Encyclopedia of World Biography (Ref. CT 103 .M27). Read the section subtitled "Veblen's Legacy." What social movement of the early 1920's was associated with his name?

Chapter 8

FILLING IN FACTS

At some time in your paper-writing career, you will probably find yourself in need of a formula, a measurement tool, a table or a chronology. You may need a date or a definition. Tracking down details need not require a large investment of time. There is no need to read a book on the history of banking just to find out when the Federal Deposit Insurance Corporation came into being, or to formulate a definition of margin buying. You can turn to REFERENCE BOOKS specifically designed to answer questions and pinpoint facts.

Go on to page 2.

The previous chapters have already introduced you to some reference books, even though we did not then identify them by that name. The subject encyclopedias which you used to select a topic are examples of reference books, as are the biographical dictionaries and encyclopedias that we discussed in the last chapter. The general category of reference books includes such various types as dictionaries, encyclopedias, yearbooks, almanacs, handbooks, atlases, and directories. We are not going to ask you to learn the find points which distinguish a handbook from an almanac, or to memorize the titles of a dozen different business dictionaries. To use reference books effectively you need to remember only two things:

1) You can easily find reference books through the subject card catalog, because the names of the different types are used as form subheadings.

   (Remember the discussion of subheadings in Chapter 4???)

   In order to answer our hypothetical question about the FDIC, you would first identify the general subject heading, which is BANKS AND BANKING, in the LCSH books. Then, look for the catalog cards which have the subheadings --DICTIONARIES or --ENCYCLOPEDIAS.

Indicates that the book is in the reference collection

BANKS AND BANKING--DICTIONARIES.

Ref.
HG
151
.M8
1973

Munn, Glenn Gaywaine.
Glenn G. Munn's Encyclopedia of banking and finance. Rev. and enl. by F. L. Garcia. 7th ed. Boston, Bankers Pub. Co. [1973]
953 p. illus. 28 cm.
Includes bibliographies.

1. Banks and banking--Dictionaries. 2. Finance--Dictionaries. 3. Banks and banking--United States. I. Garcia, Ferdinand Lawrence, 1909-
II. Title III. Title: Encyclopedia of banking and finance.

TxV1HU 5-76 RMR 724628 TXVCsc 73-83395

2) When in doubt, ask a Reference Librarian. He/she can find the right reference book for you quickly.

Go on to page 3.

Below is a very selective list of some business reference books that you may find helpful. You can see by the call numbers that these books are all shelved together under the Library of Congress classification for economics and finance. Browsing through this section of the reference collection will bring additional titles to your attention.

AMA Management Handbook	REF HD 31 .A185
A Dictionary For Accountants	REF HF 5621 .K6 1975
Dictionary of Business and Management	REF HF 1002 .R68
Dictionary of Supervision and Management	REF HD 19 .B33 1976
Encyclopedia of Advertising	REF HG 5803 .G68 1970x
Encyclopedia of Long-Term Financing and Capital Management	REF HG 4011 .C54
Handbook of Modern Accounting	REF HF 5635 .H23 1977
Thorndike Encyclopedia of Banking and Financial Tables	REF HG 1626 .T49
Encyclopedia of Banking and Finance	REF HG 151 .M8
Dictionary of Business and Economics	REF HB 61 .A53

As we have discussed in other cases, it is important to check the copyright date to make certain that you are not getting outdated information. The scope of the book and any special instructions explaining its arrangement will also be found in the preliminary pages.

Go on to page 4.

You can use reference books for defining terms:

> **fixed cost (or expense)** An operating expense, or operating expense as a class, that does not vary with business volume. Examples: interest on bonds; rent; property tax; depreciation (sometimes in part); minimal amounts of selling and general overhead. A cost designated as fixed is often a function of capacity, and thus, although fixed with respect to volume, varies with the size of the plant. Or, one department of a plant may bear a monthly service charge originating in another department; to the former, the charge is looked upon as a fixed cost beyond its immediate control; to the latter, the charge may in large measure derive from variable costs over which it has primary control. Fixed costs are not fixed in the sense that they do not fluctuate or vary; they vary, but from causes independent of volume. Although usually defined with respect to volume, the term *fixed cost* may also be applied when some other factor is the independent variable, and *cost* the dependent variable. See *semivariable cost; variable cost; overhead; period cost; direct cost.*

FIGURE 35. A Dictionary for Accountants, 5th edition. p. 217.

Go on to page 5.

Finding charts:

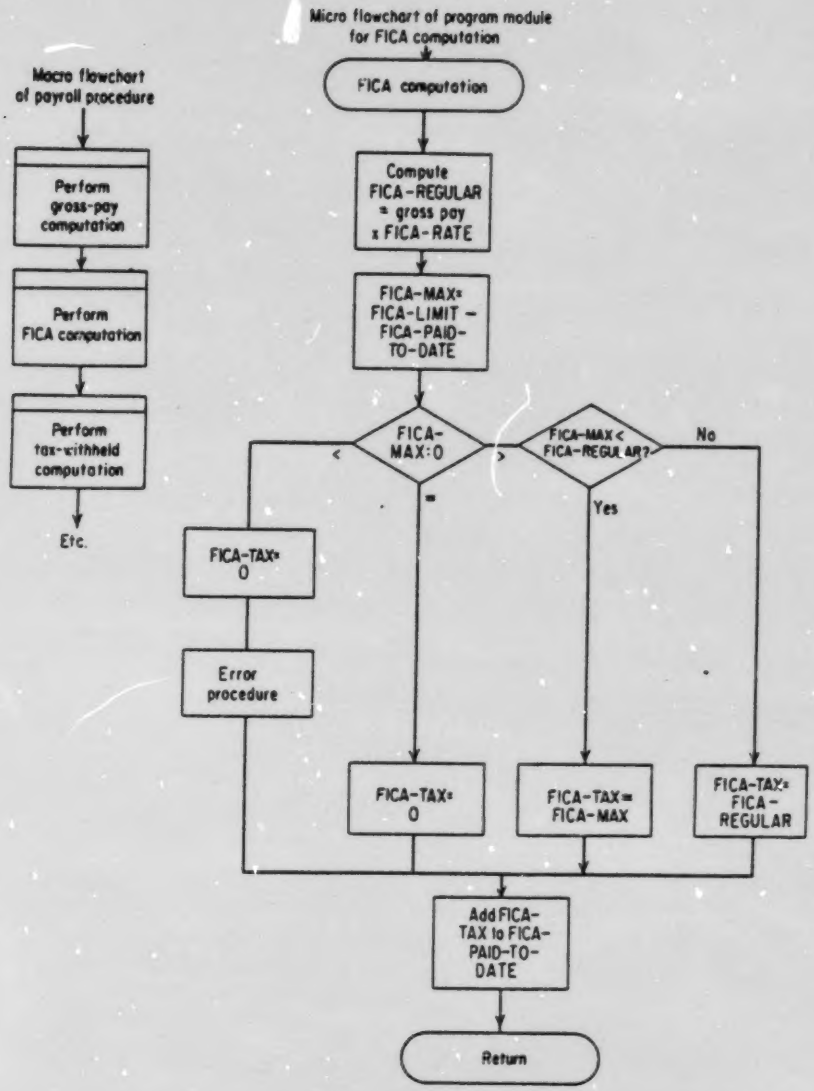


FIGURE 36. Handbook of Modern Accounting, 1977. p. 7-12.

Go on to page 6.

Locating tables:

QUICK INDEX

Mortgage and Real Estate

1 Constant Annual Percent

2 Percent Paid Off

3 Mortgage Amortization Schedules

4 Depreciation Schedules

Compound Interest and Annuity Tables

5 Scan Tables

6 Compound Interest and Annuity Tables

Interest and Savings

7 Days of the Year

8 Days between Dates

9 One-Day Interest

10 Interest on $100

11 Growth of 1

12 Savings Growth

13 Compensating Balance, Effective Rate

14 Construction Loan, Average Interest

15 Mortgage Service Income

Installment Loans

16 Annual Percentage Rates

17 Installment Loan Payments

18 Monthly Rebates

FIGURE 37. Thorndike Encyclopedia of Banking and Financial Tables, 1973.

Go on to page 7.

Explaining concepts:

Manager-subordinate relationship. The nature of the manager-subordinate relationship is one of the most important factors in the opportunity for growth of the subordinate. It takes many forms and is based on many factors; among the major factors are the manager's assumptions about the nature of man.

Douglas McGregor (*The Human Side of Enterprise*, McGraw-Hill Book Co., Inc., 1960) has outlined one way of classifying these assumptions in a description of his Theory X and Theory Y concepts as follows:

Theory X	*Theory Y*
People by nature:	People by nature:
1. Lack integrity.	1. Have integrity.
2. Are fundamentally lazy and desire to work as little as possible.	2. Work hard toward objectives to which they are committed.
3. Avoid responsibility.	3. Assume responsibility within these commitments.
4. Are not interested in achievement.	4. Desire to achieve.
5. Are incapable of directing their own behavior.	5. Are capable of directing their own behavior.
6. Are indifferent to organizational needs.	6. Want their organization to succeed.
7. Prefer to be directed by others.	7. Are not passive and submissive.
8. Avoid making decisions whenever possible.	8. Will make decisions within their commitments.
9. Are not very bright.	9. Are not stupid.

FIGURE 38. AMA Management Handbook, 1970. p. 3.40.

Go on to page 8.

Identifying legislation or organizations:

Trade-Mark Act of 1946 A Federal act, popularly known as the Lanham Act, approved on July 5, 1946, and governing the registration of trade-marks used in commerce. The intent of the act is to regulate commerce within the control of Congress by making actionable the deceptive and misleading use of marks in such commerce; to protect registered marks used in such commerce from interference by state or territorial legislation; to protect persons engaged in such commerce against unfair competition; to prevent fraud and deception by the use of reproductions, copies, counterfeits, or colorable imitations of registered marks; and to provide rights and remedies stipulated by treaties and conventions respecting trade-marks, trade names, and unfair competition entered into between the United States and foreign nations. The Act took effect in 1947.

A mark is deemed to be used in commerce (a) on goods when it is placed in any manner on the goods or their containers or the displays associated with them, or on the tags or labels affixed to them, when the goods are sold or transported in commerce, and (b) on services when it is used or displayed in the sale or advertising of services and the services are rendered in commerce. Thus the Act eliminates the previous requirement of affixation of the trade-mark on the package, and permits the registration of service marks and of marks for those products the nature of which (like gasoline) forbids affixation.

The Act establishes two "registers" for marks:

(a) Principal Register. No trade-mark

FIGURE 39. Encyclopedia of Advertising, 1979. p. 449.

Go on to page 9.

THE INSTITUTE OF MANAGEMENT SCIENCE (TIMS) – An international organization with a membership of over 7,000 managers, educators and practicing management scientists. Its educational, research and information activities are aimed at (1) the development and application of scientific methods and concepts in management; (2) the encouragement and promotion of an interchange within and between management and science and (3) the identification of scientific knowledge that contributes to a better understanding and practice of management. It conducts numerous local, regional, national and international meetings, has 30 chapters located throughout the world and is associated with 14 colleges devoted to specific subjects. It publishes the MANAGEMENT SCIENCE, a monthly, and INTERFACES, a quarterly magazine.
Address: 146 Westminster, Providence, RI 02903.

FIGURE 40. Dictionary of Supervision and Management, 1976. p. 126.

Assume that you are writing a paper for your Money and Banking class, and need to mention Lloyd's of London. Lloyd's is the oldest insurance underwriter in existence, and its American Trust Fund is held at First National City Bank of New York.

In which of the following reference sources would you expect to find information on Lloyd's?

(a) Handbook of Modern Accounting (Turn to page 10)

(b) Encyclopedia of Long-Term Financing and Capital Management (Turn to page 11)

(c) Encyclopedia of Banking and Finance (Turn to page 12)

No, if you are looking for information on banking, you won't find it in an accounting book. Give the question a little more thought.

Well perhaps, but you can see from its title that this encyclopedia deals with a very specific aspect of finance. You will probably have a greater chance of success with a more general source. Consider the choices on page 9 again.

Good. The Encyclopedia of Banking and Finance covers the broad field of money and banking, and will describe Lloyd's of London. (If you want to check, the information is on page 542).

If you think you understand how to use reference books, you may answer the library practice questions, and then go on to Chapter 9.

NAME:_____ INSTRUCTOR:_____

QUESTIONS TO ANSWER IN THE LIBRARY

1. Using either Dictionary of Supervision and Management (Ref HD 19 .B33 1976) or Dictionary of Business and Management (Ref HF 1002 .R68) look up "Taft Hartley Act" and answer the following questions:

   (a) When was it passed?

   (b) What act did it amend?

   (c) By what other name is it known?

2. Using any appropriate source from the list on page 3, define a "two-dollar broker." Give the title of the source you used and the page on which you found the definition_____.

Chapter 9

STATISTICAL SUPPORT

The mention of statistics frequently divides people into two opposing camps. Statisticians support George Gallup's boast that he could prove God statistically, while skeptics agree with Disraeli and Twain that there are three varieties of falsehoods: lies, damned lies, and statistics. The most realistic attitude is probably the proverbial caveat: "Figures don't lie, but liars can figure." It may not always be possible for you to determine how a particular statistic was computed, but you can at least check the reliability of the source. Be skeptical of undocumented figures presented by special interest groups. If you need to know the number of Teamsters in the United States, for example, get your figures from a disinterested source like the U.S. Bureau of Labor Statistics, not from the AFL-CIO literature.

You can find statistics in many of the same kinds of tools that we have examined previously. A number of reference books, periodicals, and indexes are devoted entirely to statistical information. This chapter will introduce you to a few of the major ones.

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If you don't know where to begin your search for statistics, start with a reference book called Statistics Sources (REF HA 36 .S79 1980). By looking up the subject in question, you can find out where and by whom the statistics are published. Then check the card catalog or serials list to see if the Library has the publication.

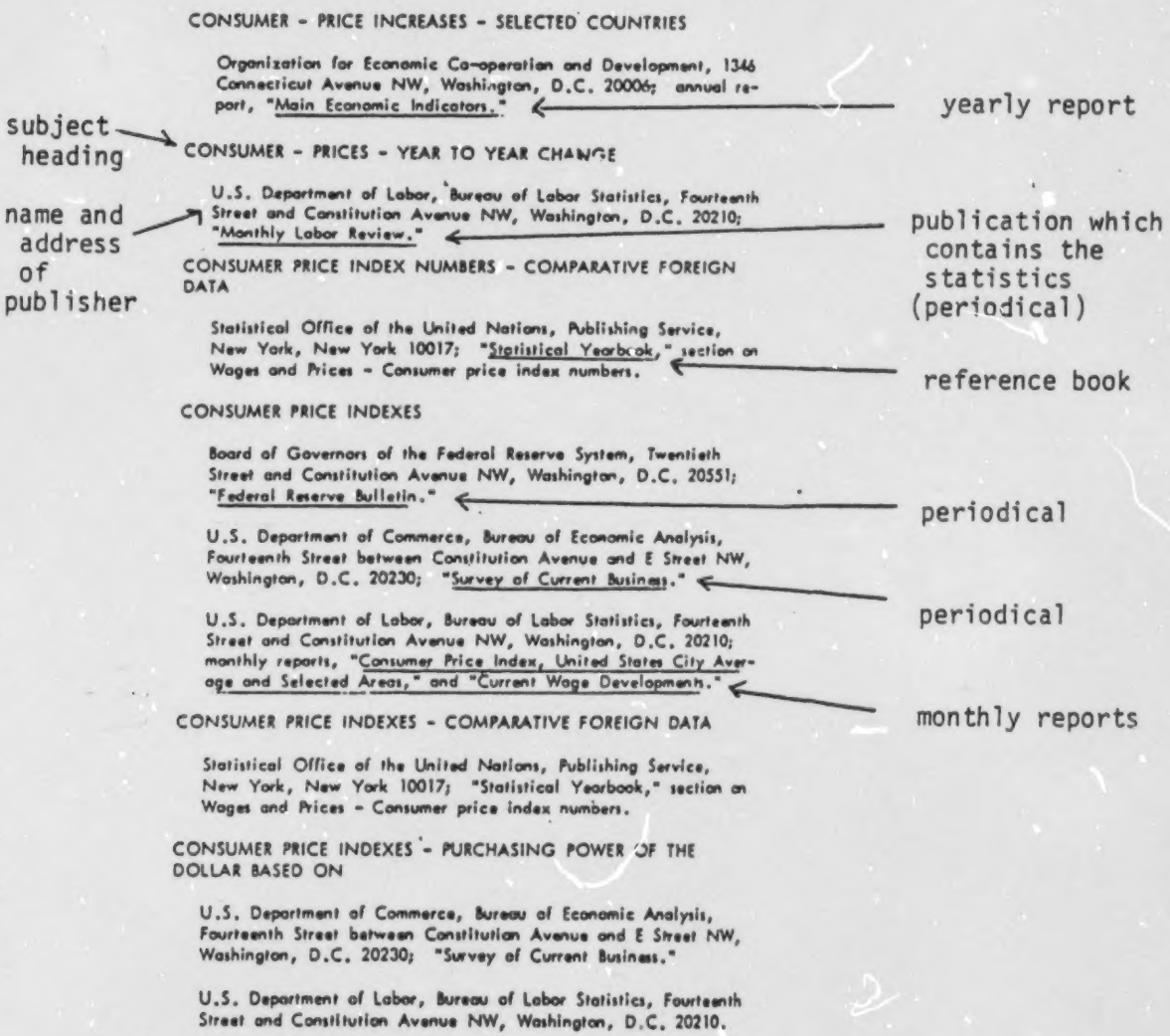
CONSUMER - PRICE INCREASES - SELECTED COUNTRIES
Organization for Economic Co-operation and Development, 1346 Connecticut Avenue NW, Washington, D.C. 20006; annual report, "Main Economic Indicators."
yearly report
subject heading
CONSUMER - PRICES - YEAR TO YEAR CHANGE
name and address of publisher
U.S. Department of Labor, Bureau of Labor Statistics, Fourteenth Street and Constitution Avenue NW, Washington, D.C. 20210; "Monthly Labor Review."
publication which contains the statistics (periodical)
CONSUMER PRICE INDEX NUMBERS - COMPARATIVE FOREIGN DATA
Statistical Office of the United Nations, Publishing Service, New York, New York 10017; "Statistical Yearbook," section on Wages and Prices - Consumer price index numbers.
reference book
CONSUMER PRICE INDEXES
Board of Governors of the Federal Reserve System, Twentieth Street and Constitution Avenue NW, Washington, D.C. 20551; "Federal Reserve Bulletin."
periodical
U.S. Department of Commerce, Bureau of Economic Analysis, Fourteenth Street between Constitution Avenue and E Street NW, Washington, D.C. 20230; "Survey of Current Business."
periodical
U.S. Department of Labor, Bureau of Labor Statistics, Fourteenth Street and Constitution Avenue NW, Washington, D.C. 20210; monthly reports, "Consumer Price Index, United States City Average and Selected Areas," and "Current Wage Developments."
monthly reports
CONSUMER PRICE INDEXES - COMPARATIVE FOREIGN DATA
Statistical Office of the United Nations, Publishing Service, New York, New York 10017; "Statistical Yearbook," section on Wages and Prices - Consumer price index numbers.
CONSUMER PRICE INDEXES - PURCHASING POWER OF THE DOLLAR BASED ON
U.S. Department of Commerce, Bureau of Economic Analysis, Fourteenth Street between Constitution Avenue and E Street NW, Washington, D.C. 20230; "Survey of Current Business."
U.S. Department of Labor, Bureau of Labor Statistics, Fourteenth Street and Constitution Avenue NW, Washington, D.C. 20210.

FIGURE 41. Statistics Sources, 1980. p. 224.

From this example, you can see that the consumer price information is published in both reference books and periodicals. We will look at reference books first.

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Most statistical reference books stay current by publishing a new edition each year. The following is a selected list of statistical reference in business:

Statistical Abstract of the United States	REF HA 202 .A36
Survey of Buying Power Date Service	REF HF 5415.2 .S94
European Marketing Data and Statistics	REF HA 1107 .E87
International Marketing Data and Statistics	REF HA 42 .I56
World Tables	REF HC 59 .I4989 1980
Demographic Yearbook	REF HA 17 .D45
Statistical Yearbook	REF AZ 361 .U45
The World in Figures	REF HA 161 .W67 1980
Yearbook of National Account Statistics	REF HC 79 .I5U53 1979
Texas Fact Book	REF HC 107 .T4T495

Go on to page 4.

You can use statistical reference books to find statistics for:

TEXAS

Consumer Price Index Information, Selected Areas, 1967-1979

Year	United States Index	United States Percentage change	Dallas Index	Dallas Percentage change	Houston Index	Houston Percentage change
1967	100.0	2.9	100.0	3.0	100.0	2.6
1968	104.2	4.2	104.5	4.5	104.3	4.3
1969	109.8	5.4	111.3	6.5	111.0	6.4
1970	116.3	5.9	117.8	5.8	116.8	5.2
1971	121.3	4.3	121.3	3.0	120.9	3.5
1972	125.3	3.3	124.9	3.0	125.2	3.6
1973	133.1	6.2	132.0	5.7	132.3	5.7
1974	147.7	11.0	145.3	10.1	147.8	11.7
1975	161.2	9.1	158.2	8.9	164.9	11.6
1976	170.5	5.8	167.7	6.0	177.4	7.6
1977	181.5	6.5	180.2	7.5	190.2	7.2
1978	195.3	7.6	194.0	7.7	207.7	9.2
1979	217.7	11.5	218.7	12.7	234.2	12.8

Note: In 1978 the Bureau of Labor Statistics began publishing two consumer price indexes each month. The figures shown above for 1978 and 1979 are for "all urban wage earners and clerical workers" and are comparable to those from previous years. Figures for "all urban consumers" are available only for 1978 and 1979 and are not included in the figures in this table.

Sources: 80, 85, 86.

FIGURE 42. Texas Fact Book, 1981. p. 90.

THE UNITED STATES

Excerpt from The Statistical Abstract of the United States, 1981

NO. 780. CONSUMER PRICE INDEXES—ANNUAL PERCENT CHANGE IN MAJOR GROUPS: 1970 TO 1981

[See headnote, table 779. See also table 781 for base figures. Minus sign (−) denotes decrease]

ALL ITEMS	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979	1980	1981 [1]
All Items	5.9	4.3	3.3	6.2	11.0	9.1	5.8	6.5	7.7	11.3	13.5	9.8
Food	5.5	3.1	4.3	14.5	14.4	8.5	3.1	6.3	10.0	10.9	8.6	8.8
Housing:												
Rent, residential	4.2	4.6	3.5	4.3	5.1	5.1	5.4	6.1	6.8	7.3	8.9	9.0
Home ownership	10.8	4.1	4.8	4.7	11.3	11.3	5.8	6.9	10.9	15.5	19.7	10.3
Home purchase	8.0	5.5	4.2	2.1	7.5	12.3	5.1	6.6	9.6	13.4	14.0	5.3
Mortgage interest	10.1	−8.9	−2.4	4.9	13.8	1.4	−.8	−1.7	5.9	12.7	18.6	10.7
Fuel oil and coal	4.3	8.7	.9	14.8	57.8	9.7	8.6	13.0	5.3	35.1	37.9	23.3
Gas and electricity	4.4	6.9	5.1	4.9	15.3	16.3	11.4	12.9	9.0	10.8	17.1	13.9
Apparel and upkeep	4.1	3.2	2.1	3.7	7.4	4.5	3.7	4.5	3.5	4.4	7.1	5.0
Private transportation	4.3	5.0	.8	3.4	12.4	9.7	9.9	7.3	4.8	14.8	17.4	10.8
Automobiles, new	3.1	4.1	−.9	.1	5.8	8.6	6.3	5.3	7.6	7.9	8.0	6.7
Gasoline	.9	.7	1.2	9.8	35.4	6.8	4.2	5.8	4.3	35.3	39.0	10.9
Auto insurance rates	13.7	11.4	−.4	−1.8	.1	5.6	28.8	12.0	2.9	5.6	8.2	3.9
Public transportation	14.0	7.2	4.1	1.0	2.2	7.2	9.8	4.7	3.0	8.7	25.8	24.3
Intercity bus fare	7.0	12.1	5.6	4.0	10.5	15.5	5.9	13.5	7.5	8.2	14.3	13.6
Medical care	6.4	6.5	3.2	3.9	9.3	12.0	9.5	9.8	8.4	9.3	10.9	9.7
Entertainment	5.1	5.3	2.9	2.8	7.5	8.9	5.0	4.9	5.3	6.7	8.9	8.0
Personal care	3.6	3.2	2.8	4.5	9.7	9.8	6.5	6.5	6.5	7.6	8.8	8.9
All services	8.1	5.6	3.8	4.4	9.3	9.5	8.3	7.7	8.5	11.0	15.4	11.3
All commodities	4.7	3.4	3.0	7.4	12.0	8.9	4.3	5.8	7.1	11.4	12.2	8.9

[1] Change from May 1980–May 1981.

Source: U.S. Bureau of Labor Statistics, *Monthly Labor Review*.

Source from which the figures were taken.

Go on to page 5.

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(With this source you also get a chance to brush up on your French!)

183. Consumer price index numbers — Indices des prix à la consommation

A. All items B. Food — A. Ensemble B. Aliments

1970 = 100

Annual averages — Moyennes annuelles

Country or area — Pays ou zone	Code	1967	1968	1969	1971	1972	1973	1974	1975	1976	1977
Afghanistan (Kabul — Kaboul)	A [39]	..	[3] 87	85	126	110	9[illegible]	110	121	122	133
Algeria — Algérie	A	..	..	94	103	106	113	118	128	140	...
(Algiers — Alger)	B	..	..	95	103	107	119	127	142	162	...
Antigua	A	..	..	94	109	118	134	168	187	207	236
	B	..	..	93	110	121	146	192	224	246	278
Argentina — Argentine	A	70	82	88	135	213	342	425	1 202	6 539	18 030
(Buenos Aires)	B [35]	70	81	86	142	231	359	413	1 187	6 632	4 506
Australia — Australie	A	91	94	96	106	112	123	142	163	185	208
	B	93	95	96	104	108	124	143	154	173	193
Austria — Autriche	A	90	93	96	105	111	120	131	142	153	161
	B	91	92	96	104	110	118	128	136	144	154
Bahamas (Nassau) [16]	A	83	86	94	105	[19] 100	105	119	131	137	141
	B	86	91	96	105	100	105	125	140	144	146
Bangladesh	A	90	92	97	[3] 112	144	[19] 145	224	279	252	278
(Dacca) [16, 38]	B	93	93	98	[3] 110	148	147	248	300	242	266
Barbados — Barbade	A	82	88	93	108	120	140	195	235	246	267
	B	83	89	94	108	126	149	215	262	274	297
Belgium — Belgique	A [6]	90	93	96	104	-110-	118	133	150	-163-	175
	B	91	92	97	102	-109-	117	128	143	-160-	169
Bermuda — Bermudes	A	81	89	93	108	116	131	153	163	166	171
	B	79	88	94	108	119	144	176	182	176	180
Bolivia — Bolivie	A	89	94	96	104	110	145	206	255	267	288
(La Paz)	B	87	94	96	104	111	149	271	286	292	316
Botswana [32, 33]	A [5]	..	..	[3] 95	..	..	[3] 120	136	112	126	142
	B	..	..	[3] 95	99	106	122	143	110	121	138
Brazil [15] — Brésil [15]	A	55	68	84	121	[19] 100	116	144	188	254	357
(São Paulo)	B	57	68	85	124	100	120	154	199	267	372
Br. Virgin Is. [17, 37]	A	83	88	95	104	[19] [3] 94	100	116	...	...	...
Iles Vierges brit. [17, 37]	B	83	88	94	108	[3] 91	100	126	...	...	...
Brunei — Brunéi	A [6]	94	100	99	101	97	109	132	137	146	162
(Bandar Seri Begawan)	B [16]	..	..	..	..	100	112	135	140	150	171
Bulgaria — Bulgarie	A	97	100	100	100	100	100	101	101	101	102
	B	93	100	100	100	100	101	102	103	103	104

FIGURE 43. United Nations Statistical Yearbook, 1979-80. p. 720.

Go on to page 6.

Using statistical reference books, you can cover an entire country:

Costa Rica

Republic of Costa Rica
República de Costa Rica

Location Central America
The Caribbean Sea is to the east and Pacific Ocean to the west, with Nicaragua to the north and Panama to the south-east
Land Area 50 700 km² = 19 600 mi²
Climate Tropical in lowlands, temperate on the plateau
Weather at San José, 1 146 m altitude
Temperature: hottest month May 17–27 °C, coldest Dec, Jan 14–24 °C
Rainfall (av monthly): driest month Feb 5 mm, wettest Sept 305 mm
Time 6 hours behind GMT
Measures Metric system; also
length 1 vara = 83.6 centimetres = 0.9143 yard
weight (mass) 1 arroba = 25 libras = 11.5 kilograms = 25.35 pounds
1 quintal = 4 arrobas = 46 kilograms = 101.4 pounds
Monetary unit Costa Rican colón (CR ₡) = 100 céntimos
Rate of exchange (1979) av): par CR ₡ 8.57 = $ 1, free CR ₡ 18.18 = £1
The Central American peso of the CACM (CA $), equal to the US dollar, is also used

Summary

Political Republic, which became independent from Spain in 1821 (from 1524 to 1838 as part of the Central American Federation). Member of UN, OAS, Sela, Odeca and CACM
Economic An agricultural economy, with coffee and bananas accounting for about one-half of exports. There are some mining prospects; manufacturing accounts for one-fifth of gross domestic product, and includes especially chemicals and textiles

People, resources and equipment

Population 1960 1.25 mn, 1970 1.73 mn, 1979 2.19 mn
Growth: 1960–70 3.3 %pa, 1970–79 2.7 %pa
Density (1979): 43 people per km²
Vital statistics (rate per 1 000 people, 1978): births 31.8, deaths 4.1
Cities (population in 000, 1978)

San José (capital)	450*	Puntarenas	31	Cartago	25
Limón	47	Nicoya	30*	Turrialba	24*
Alajuela	37	Heredia	26	Liberia	20

Race (1979) European (mainly Spanish) 80** %, Mestizo 18** %
Language Spanish
Religion (1979) Roman Catholic 98* %, Protestant 2* %
Education (1977) Pupils 526 857, teachers 20 600*
Labour force (1973) 585 313; in agriculture 213 226 (36 %), manufacturing 69 917 (12 %), construction 39 078 (7 %), distribution and hotels 67 675 (12 %), other 195 417 (33 %)
Personnel (1977) Physicians: 1 483, 1 per 1 396 people
Standard of living
National income per person (1979): CR ₡ 14 212 = $ 1 658 = £ 782
Consumption per person (1977): energy (1976) 448 kg coal equivalent, electricity (production, 1979) 885 kW h, newsprint 5.4 kg, steel 72 kg
Newspapers (1976): number 6; circulation 210 000, 104 per 1 000 people
Telephones (Dec 1978): 175 400, 81 per 1 000 people

FIGURE 44. The World in Figures, 1981. p. 122.

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Or focus on specific cities:

HOUSEHOLDS BY EFFECTIVE BUYING INCOME [E B I] GROUP

SMSA ESTIMATES METRO AREA County	12/31/80 Total Households (Thousands)	Households by E B I Group Under $3,000	$3,000 To $4,999	$5,000 To $7,999	$8,000 To $9,999	$10,000 To $14,999	$15,000 To $24,999	$25,000 To $49,999	$50,000 Or More
TEXAS (continued)									
BEAUMONT - PORT ARTHUR - ORANGE	**134.2**	**8,691**	**6,879**	**9,058**	**5,392**	**13,885**	**35,965**	**47,582**	**6,748**
Hardin	14.1	1,113	1,141	1,173	608	1,613	4,217	3,906	329
Jefferson	91.5	6,069	4,458	6,170	3,786	9,731	23,659	32,327	5,300
Orange	28.6	1,509	1,280	1,715	998	2,541	8,089	11,349	1,119
BROWNSVILLE - HARLINGEN - SAN BENITO	**60.5**	**7,580**	**5,464**	**8,013**	**5,245**	**10,218**	**12,782**	**9,578**	**1,620**
Cameron	60.5	7,580	5,464	8,013	5,245	10,218	12,782	9,578	1,620
BRYAN - COLLEGE STATION	**34.0**	**2,986**	**2,714**	**3,478**	**2,263**	**5,357**	**8,765**	**7,133**	**1,304**
Brazos	34.0	2,986	2,714	3,478	2,263	5,357	8,765	7,133	1,304
CORPUS CHRISTI	**106.7**	**8,081**	**6,021**	**8,686**	**5,989**	**15,107**	**28,866**	**29,388**	**4,562**
Nueces	88.7	6,439	4,890	6,964	4,805	12,549	24,223	24,782	4,048
San Patricio	18.0	1,642	1,131	1,722	1,184	2,558	4,643	4,606	514
DALLAS - FORT WORTH	**1,105.2**	**55,594**	**44,189**	**64,893**	**44,255**	**126,351**	**293,133**	**397,098**	**79,687**
Collin	48.4	2,963	2,618	3,647	2,104	5,667	12,320	16,957	2,124
Dallas	592.1	25,556	19,408	29,588	21,913	64,733	149,412	226,624	54,866
Denton	51.4	3,441	2,477	3,762	2,463	6,419	13,409	16,630	2,799
Ellis	20.3	1,614	1,445	1,913	1,089	2,716	5,113	5,756	654
Hood	7.1	834	776	904	539	943	1,674	1,359	71
Johnson	23.8	1,673	1,692	2,216	1,148	3,002	7,577	5,951	541
Kaufman	13.4	1,259	1,073	1,486	747	2,003	3,500	2,936	396
Parker	16.1	1,287	1,030	1,295	740	2,074	4,808	4,310	556
Rockwall	5.1	504	460	473	308	673	1,264	1,220	198
Tarrant	317.9	15,733	12,478	18,646	12,687	37,058	91,406	112,782	17,110
Wise	9.6	730	732	963	517	1,063	2,630	2,573	372
EL PASO	**144.8**	**10,227**	**7,526**	**12,150**	**8,771**	**23,543**	**41,411**	**35,872**	**5,300**
El Paso	144.8	10,227	7,526	12,150	8,771	23,543	41,411	35,872	5,300
GALVESTON - TEXAS CITY	**70.8**	**5,025**	**3,603**	**4,957**	**3,471**	**8,736**	**19,803**	**22,704**	**2,501**
Galveston	70.8	5,025	3,603	4,957	3,471	8,736	19,803	22,704	2,501
HOUSTON	**1,063.8**	**55,024**	**39,192**	**56,957**	**38,995**	**108,541**	**260,547**	**411,871**	**92,673**
Brazoria	56.1	2,716	1,956	2,802	1,773	4,886	14,139	25,045	2,783
Fort Bend	42.3	3,993	2,813	3,670	2,358	6,623	13,334	8,588	921
Harris	899.0	42,580	29,918	44,706	31,756	88,803	215,364	359,502	86,371
Liberty	16.7	1,636	1,284	1,591	889	2,166	4,395	4,100	639
Montgomery	43.8	3,287	2,720	3,421	1,862	5,228	11,910	13,513	1,859
Waller	5.9	812	501	767	357	835	1,405	1,123	100
HOUSTON - GALVESTON CONSOLIDATED AREA	***1,134.6***	***60,049***	***42,795***	***61,914***	***42,466***	***117,277***	***280,350***	***434,575***	***95,174***

FIGURE 45. Survey of Buying Power Data Service, 1981. p. 7-60.

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If you look again at the excerpt from Statistics Sources on page 2, you can see that periodicals are also a major source of statistics. Some useful titles for business are:

TITLE	PUBLISHER
Business Conditions Digest	U.S. Bureau of Economic Analysis
CPI Detailed Report (CPI = Consumer Price Index)	U.S. Bureau of Labor Statistics
Federal Reserve Bulletin	U.S. Board of Governors of the Federal Reserve System
Employment and Earnings	U.S. Bureau of Labor Statistics
Survey of Current Business	U.S. Bureau of Economic Analysis
Monthly Labor Review	U.S. Bureau of Labor Statistics
Economic Indicators	President's Council of Economic Advisors

Go on to page 9.

As we discussed in Chapter 5, periodicals are always the most current source of information. Unlike reference books, statistical periodicals can give you month-by-month figures:

Excerpt from Business Conditions Digest

Year and month	F2 CONSUMER PRICES									
	United States		Japan		West Germany		France		United Kingdom	
	320. Index (U) (1967 = 100)	320c. Change over 6-month spans [1] (Ann. rate, percent)	738. Index (U) (1967 = 100)	738c. Change over 6-month spans [1] (Ann. rate, percent)	735. Index (U) (1967 = 100)	735c. Change over 6-month spans [1] (Ann. rate, percent)	736. Index (U) (1967 = 100)	736c. Change over 6-month spans [1] (Ann. rate, percent)	732. Index (U) (1967 = 100)	732c. Change over 6-month spans [1] (Ann. rate, percent)
1980										
January	233.2	15.5	271.3	9.9	171.0	5.6	277.2	14.8	394.1	20.2
February	236.4	15.0	273.3	9.6	172.8	5.6	280.2	14.5	399.7	19.8
March	239.8	14.5	275.0	9.4	173.8	5.5	283.4	14.1	405.1	19.5
April	242.5	11.6	280.1	8.5	174.9	6.4	286.7	12.7	419.0	17.2
May	244.9	10.4	282.6	7.6	175.6	5.5	289.3	12.5	422.8	14.4
June	247.6	9.6	284.0	8.0	176.5	4.9	291.1	12.1	426.8	13.3
July	247.8	10.0	284.0	6.1	176.8	4.6	295.5	12.2	430.4	10.9
August	249.4	10.3	283.2	7.2	177.0	5.0	298.4	12.6	431.3	11.3
September	251.7	10.3	288.3	5.5	177.0	5.4	301.0	13.2	434.1	11.1
October	253.9	11.8	288.8	6.2	177.3	5.4	304.3	12.9	436.8	9.1
November	256.2	12.4	289.4	5.3	178.3	5.4	306.4	12.7	440.3	10.6
December	258.4	11.4	288.3	4.6	179.4	6.3	309.1	12.6	442.7	12.0
1981										
January	260.5	10.0	291.1	4.4	180.9	6.6	312.7	13.2	445.5	13.0
February	263.2	9.3	290.8	3.1	182.3	6.2	315.6	13.0	449.5	12.1
March	265.1	8.8	292.2	3.8	183.5	5.7	318.8	13.0	456.2	11.6
April	266.8	9.6	294.5	2.6	184.7	6.3	323.1	13.8	469.4	12.5
May	269.0	9.3	297.0	2.9	185.4	6.7	326.0	14.3	472.4	12.1
June	271.3	10.4	297.3	3.2	186.3	6.9	329.2	15.3	475.2	10.7
July	274.4	10.5	296.4	3.9	187.1	6.9	334.9	14.9	477.3	10.4
August	276.5	9.8	294.7	4.1	187.7	7.1	339.0	15.7	480.8	11.8
September	279.3	9.1	299.5	4.2	188.6	6.9	342.9	15.1	483.5	12.5
October	279.9	7.2	300.7	4.0	189.2	6.3	347.1	13.9	487.9	11.5
November	280.7	6.0	299.8	3.3	190.1	4.8	350.3	13.6	493.0	9.9
December	281.5	3.2	299.8	2.4	190.7	3.5	352.4	13.0	496.1	10.0
1982										
January	282.5	2.8	300.7	(NA)	192.3	3.0	356.0	(NA)	499.0	(NA)
February	283.4		299.8		192.8		359.6		499.1	
March	283.1		300.4		193.1		363.8		503.5	
April	284.3		(NA)		194.0		(NA)		(NA)	
May										
June										
July										
August										
September										
October										
November										
December										

Go on to page 10.

BEST COPY AVAILABLE

Statistical periodicals can be located through two special indexes. American Statistics Index covers all statistical publications issued by the United States government, and Statistical Reference Index is the corresponding set which indexes publications from state governments and private organizations.

Both of these indexes provide an abstracting service as part of their scope. Each issue is published in two separate parts: an index section and an abstract section. By reading the abstracts or summaries, you can decide whether or not to search further to obtain a copy of the entire article.

Using an abstracting index requires you to follow a two-step process:

STEP 1: Begin by finding your particular subject in the "index" volume. Instead of complete entries, you will see a short description of the contents of the article or report, and an ABSTRACT NUMBER. Write this number down!

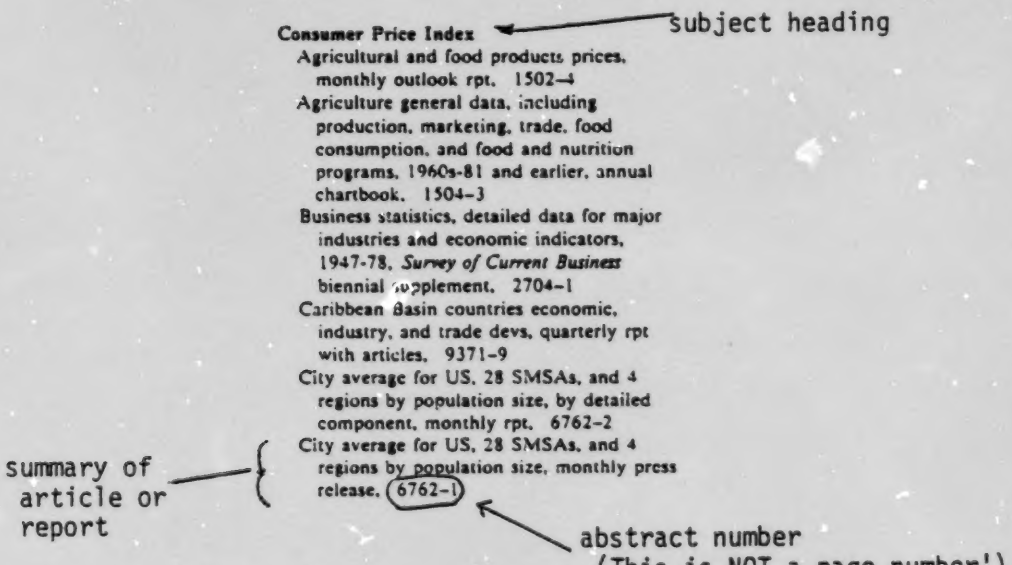
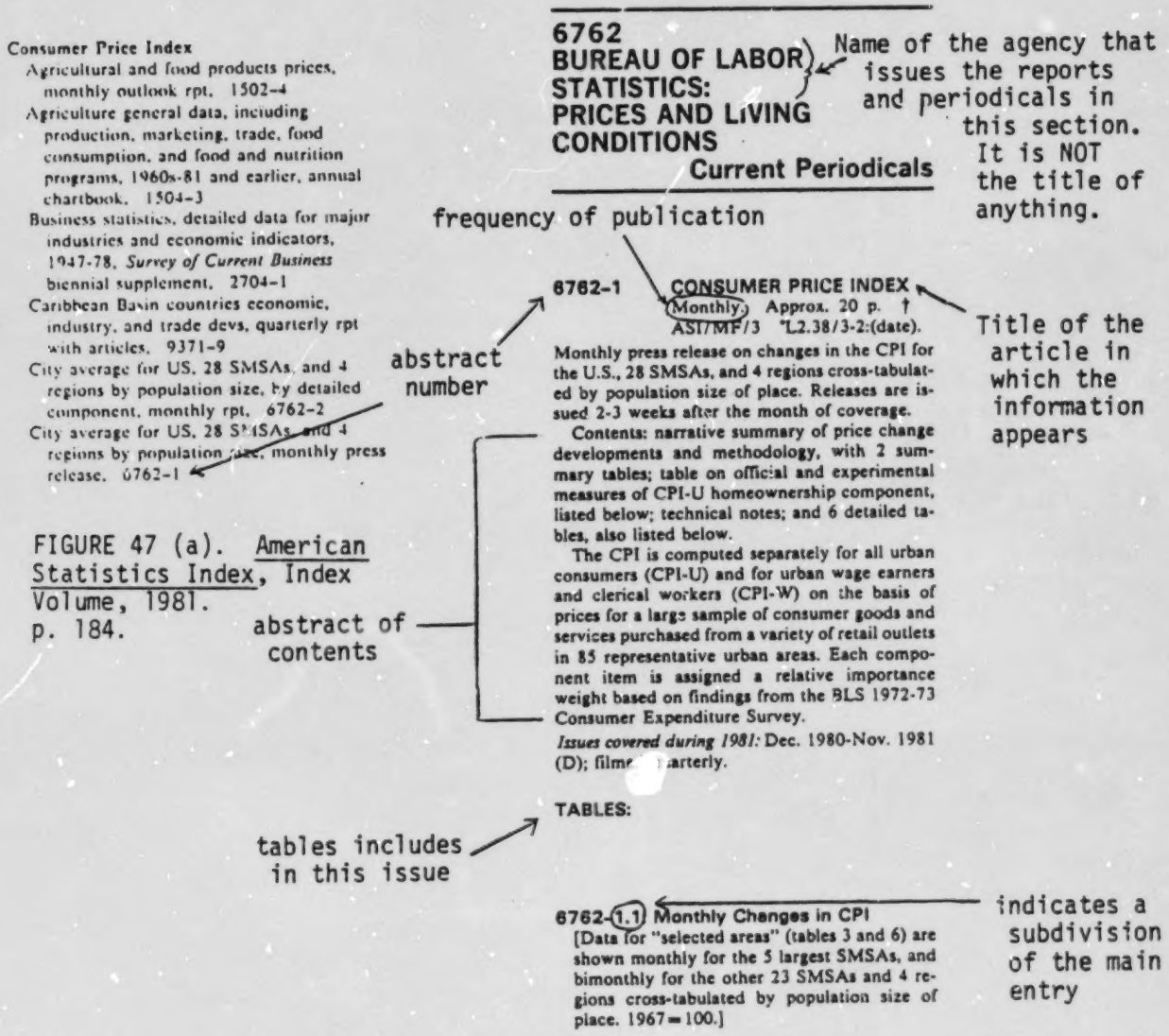

Consumer Price Index
subject heading
Agricultural and food products prices, monthly outlook rpt. 1502-4
Agriculture general data, including production, marketing, trade, food consumption, and food and nutrition programs, 1960s-81 and earlier, annual chartbook. 1504-3
Business statistics, detailed data for major industries and economic indicators, 1947-78, Survey of Current Business biennial supplement. 2704-1
Caribbean Basin countries economic, industry, and trade devs, quarterly rpt with articles. 9371-9
City average for US, 28 SMSAs, and 4 regions by population size, by detailed component, monthly rpt. 6762-2
City average for US, 28 SMSAs, and 4 regions by population size, monthly press release. 6762-1
summary of article or report
abstract number
(This is NOT a page number!)

FIGURE 46. American Statistics Index, Index Volume, 1981. p. 184.

Go on to page 11.

BEST COPY AVAILABLE

STEP 2: Locate the "abstract" volume which is the companion to the index volume that you found in STEP 1. (Be certain that the year is the same). Now, find the abstract number that you copied from the index volume, and there's your entry.



Consumer Price Index
Agricultural and food products prices, monthly outlook rpt. 1502-4
Agriculture general data, including production, marketing, trade, food consumption, and food and nutrition programs, 1960s-81 and earlier, annual chartbook. 1504-3
Business statistics, detailed data for major industries and economic indicators, 1947-78, *Survey of Current Business* biennial supplement. 2704-1
Caribbean Basin countries economic, industry, and trade devs, quarterly rpt with articles. 9371-9
City average for US, 28 SMSAs, and 4 regions by population size, by detailed component, monthly rpt. 6762-2
City average for US, 28 SMSAs, and 4 regions by population size, monthly press release. 6762-1

abstract number

6762
BUREAU OF LABOR STATISTICS: PRICES AND LIVING CONDITIONS
Current Periodicals

Name of the agency that issues the reports and periodicals in this section. It is NOT the title of anything.

frequency of publication

6762-1 CONSUMER PRICE INDEX
(Monthly) Approx. 20 p.
ASI/MF/3 *L2.38/3-2:(date).

Title of the article in which the information appears

Monthly press release on changes in the CPI for the U.S., 28 SMSAs, and 4 regions cross-tabulated by population size of place. Releases are issued 2-3 weeks after the month of coverage.

Contents: narrative summary of price change developments and methodology, with 2 summary tables; table on official and experimental measures of CPI-U homeownership component, listed below; technical notes; and 6 detailed tables, also listed below.

The CPI is computed separately for all urban consumers (CPI-U) and for urban wage earners and clerical workers (CPI-W) on the basis of prices for a large sample of consumer goods and services purchased from a variety of retail outlets in 85 representative urban areas. Each component item is assigned a relative importance weight based on findings from the BLS 1972-73 Consumer Expenditure Survey.

Issues covered during 1981: Dec. 1980-Nov. 1981 (D); filme[illegible]arterly.

abstract of contents

TABLES:

tables includes in this issue

6762-(1.1) Monthly Changes in CPI
[Data for "selected areas" (tables 3 and 6) are shown monthly for the 5 largest SMSAs, and bimonthly for the other 23 SMSAs and 4 regions cross-tabulated by population size of place. 1967=100.]

indicates a subdivision of the main entry

FIGURE 47 (a). American Statistics Index, Index Volume, 1981. p. 184.

FIGURE 47 (b). American Statistics Index, Abstracts Volume, 1981. p. 646.

Go on to page 12.

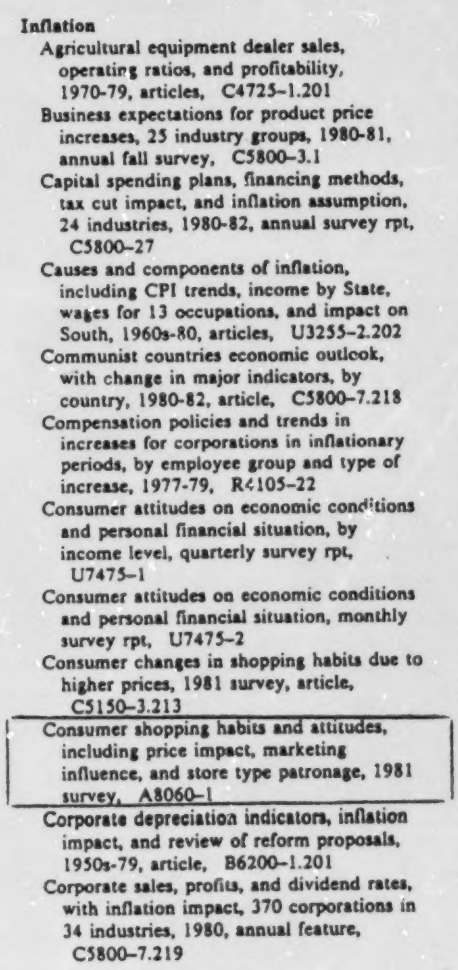
BEST COPY AVAILABLE

Assume that you are researching the impact of inflation on consumer shopping habits, and want to read the report that you found listed under abstract number A8060-1 under the subject heading "Inflation" in the index volume of Statistical Reference Index. What is the title of abstract A8060-1?

(a) National Mass Retailing Institute (Turn to page 13)

(b) Impact of Inflation and Energy Conservation on Consumer Shopping Habits and a General Merchandise Shopping Update (Turn to page 14)

(c) Consumer Shopping Habits and Attitudes, Including Price Impact, Marketing Influence and Store Type Patronage, 1981 Survey (Turn to page 15)



Inflation

Agricultural equipment dealer sales, operating ratios, and profitability, 1970-79, articles, C4725-1.201

Business expectations for product price increases, 25 industry groups, 1980-81, annual fall survey, C5800-3.1

Capital spending plans, financing methods, tax cut impact, and inflation assumption, 24 industries, 1980-82, annual survey rpt, C5800-27

Causes and components of inflation, including CPI trends, income by State, wages for 13 occupations, and impact on South, 1960s-80, articles, U3255-2.202

Communist countries economic outlook, with change in major indicators, by country, 1980-82, article, C5800-7.218

Compensation policies and trends in increases for corporations in inflationary periods, by employee group and type of increase, 1977-79, R4105-22

Consumer attitudes on economic conditions and personal financial situation, by income level, quarterly survey rpt, U7475-1

Consumer attitudes on economic conditions and personal financial situation, monthly survey rpt, U7475-2

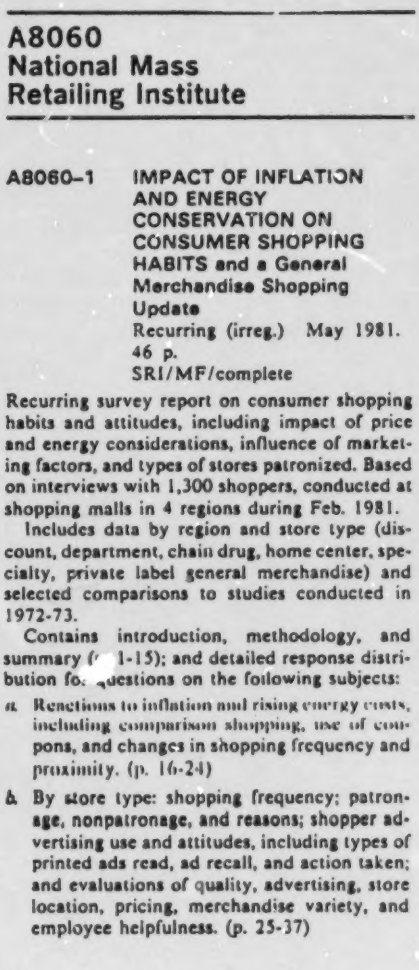
Consumer changes in shopping habits due to higher prices, 1981 survey, article, C5150-3.213

Consumer shopping habits and attitudes, including price impact, marketing influence, and store type patronage, 1981 survey, A8060-1

Corporate depreciation indicators, inflation impact, and review of reform proposals, 1950s-79, article, B6200-1.201

Corporate sales, profits, and dividend rates, with inflation impact, 370 corporations in 34 industries, 1980, annual feature, C5800-7.219

FIGURE 48 (a). Statistical Reference Index, Index Volume, 1981. p.362 .



A8060
National Mass Retailing Institute

A8060-1 **IMPACT OF INFLATION AND ENERGY CONSERVATION ON CONSUMER SHOPPING HABITS and a General Merchandise Shopping Update**
Recurring (irreg.) May 1981. 46 p.
SRI/MF/complete

Recurring survey report on consumer shopping habits and attitudes, including impact of price and energy considerations, influence of marketing factors, and types of stores patronized. Based on interviews with 1,300 shoppers, conducted at shopping malls in 4 regions during Feb. 1981.

Includes data by region and store type (discount, department, chain drug, home center, specialty, private label general merchandise) and selected comparisons to studies conducted in 1972-73.

Contains introduction, methodology, and summary (p. 1-15); and detailed response distribution for questions on the following subjects:

a. Reactions to inflation and rising energy costs, including comparison shopping, use of coupons, and changes in shopping frequency and proximity. (p. 16-24)

b. By store type: shopping frequency; patronage, nonpatronage, and reasons; shopper advertising use and attitudes, including types of printed ads read, ad recall, and action taken; and evaluations of quality, advertising, store location, pricing, merchandise variety, and employee helpfulness. (p. 25-37)

FIGURE 48 (b). Statistical Reference Index, Abstracts Volume, 1981. p. 142.

BEST COPY AVAILABLE

No, this is the name of the organization that issued the report. You must have read page 11 with one eye closed. Look at the explanation there again, and give the problem another try.

Correct. This is the title of a report published by the National Mass Retailing Institute. The information under the title tells you the report is published on a recurring but irregular basis (i.e., not at any specified intervals), and that this particular issue of the report was published in May 1981.

Go on to page 16.

This is a summary of what the report covers, but it is not the title. Look carefully again at the example on page 11, and then try the question again.

In addition to its function as an index to statistical periodicals, American Statistics Index is the best way to find statistics in the form of:

- Forecasts			
e.g. U.S. Industrial Outlook	published annually	source:	U.S. Dept. of Commerce
- Demographics			
e.g. Vital Statistics of the United States (births, deaths, marriages, divorces, etc.)	published annually, monthly supplements	source:	U.S. National Center for Health Statistics
Census of Population	published every 10 years and updated by Current Population Reports	source:	U.S. Bureau of the Census
- Economic Surveys			
e.g. Census of Agriculture Census of Housing Census of Manufactures Census of Retail Trade Census of Wholesale Trade Census of Mineral Industries Census of Transportation Census of Construction Industries Census of Selected Service Industries	taken every five years (the years ending in 2 and 7) and updated regularly	source:	U.S. Bureau of the Census

All of the sources listed above belong to a special category of research materials called GOVERNMENT DOCUMENTS. After answering the library practice questions, go on to Chapter 10, where we will explain government documents in more detail.

NAME:_____ INSTRUCTOR:_____

QUESTIONS TO ANSWER IN THE LIBRARY

1. Locate Statistical Abstract Of The United States (Ref HA 202 .A36) and look up "Manufacturing Industry, Firms-Minority Owned" in the index. Find a table called "Minority-Owned Firms-Summary by industry: 1977".

   a) According to this table, how many (thousands) of minority-owned businesses are there in the U.S.?

   b) Which two categories have the highest numbers of Black proprietors?

   c) What is the source of this data?

2. Locate, the 1982 American Statistics Index (Docs Ref Z7554 .V5 A46).

   a) Look up "Federal Reserve System" in the index volume and read down the listing of entries until you find the one for "Financial and Business Statistics, 1982 Annual Historical Chartbook". Write the entry number here_____.

   b) Look up this entry in the abstract volume.

      i) What is the title of the document?

      ii) What kind of information does it contain?

      iii) You can find a microfiche copy of this item filed by entry number and year in the Media Center. According to the chart on page 42, "Debt in The United States," is the Gross National Product higher than the total debt?

Chapter 10

GOVERNMENT-SPONSORED RESEARCH

The largest publisher in the world is not Random House or McGraw-Hill, or any other commercial name with which you may be familiar--it is the United States government. In the last chapter we discussed some statistical sources published by government agencies, including periodicals, census data, and even reference books like Statistical Abstract, but these are only a fraction of the government's output. Each agency of the federal government publishes the results of its own research and of the research contracts that it lets to private organizations and individuals. The Congress publishes hearings, reports, legislation, and of course, The Congressional Record, the daily account of the proceedings of Congress.

Government publications are printed by the Government Printing Office (GPO) in Washington, or by one of its contractors, and are sent to designated libraries called depositories, which are required to keep documents in a separate collection. Only large libraries have the space to accommodate a complete collection of government documents. Small ones like VC/UHV, are partial depositories, and choose to receive only a selected portion of government publications. Since these documents are received on a continuing basis and are shelved within a few days of their arrival, they are good sources of current information.

Go on to page 2.

Using government documents requires you to think a bit differently from the way you do when dealing with other library materials. The regular book collection, as you know from the discussion in Chapter 4, is classified by subject, and the books are located by call numbers which are codes for the subject content. Government publications are NOT arranged by subject; they are classified according to the agency which issues them. The Superintendent of Documents arranges them by a special classification system, using SuDocs numbers, which will look strange to you at first glance. We will explain below.

Remember the list of statistical periodicals published by the government that we saw in Chapter 9? We have reproduced the cover of one of them to show you how SuDocs numbers work.

L 2.38/3:982/2 ← SuDocs number

CPI Detailed Report
February 1982

U.S. Department of Labor
Bureau of Labor Statistics

← Parent agency and subagency which issue the publication

All of this information is coded in the various parts of the SuDocs number, as shown below.

U.S. Department of Labor	L	L 2.38/3:982/2
Bureau of Labor Statistics	2	
CPI	.38	
Detailed Report	/3	
1982	:982	
February	/2	

Go on to page 3.

The government agencies which issue publications most useful in business are the Department of Commerce, the Department of Labor, and the Department of the Treasury. We have already seen, in the last chapter, a number of Labor Department publications in the form of statistical reports and periodicals compiled by the Bureau of Labor Statistics. Excerpts from these reports and articles are also integrated into special publications like Employment Projections for the 1980's and Economic Projections to 1990. The Department of Commerce publishes all of the census data that was listed in Chapter 9, as well as business and marketing surveys and reports. It monitors domestic and foreign market opportunities, reports on foreign investment in the United States, and sponsors studies and investigations.

Publications of these agencies and of other government bodies are indexed through the federal government's own index, The Monthly Catalog to U.S. Government Publications. The Monthly Catalog is not a true abstracting index, since it does not provide content summaries, but it does require you to follow the same kind of two-step process that an abstracting index uses.

STEP 1: Find the subject heading in the subject volume and get the entry number. (Once again, this is NOT a page number.)

Excerpt from subject volume

subject heading →

(The subject headings in the Monthly Catalog are the same Library of Congress headings that are used in the card catalog.)

Inflation (Finance) — United States.

Act to increase the Authorization for the Council on Wage and Price Stability, to Extend the Duration of Such Council, and for Other Purposes, 81-5680

The American Economy : employment, productivity, and inflation in the eighties : report of the Panel on the American Economy: Employment, Productivity, and Inflation., 81-3832 ← entry number

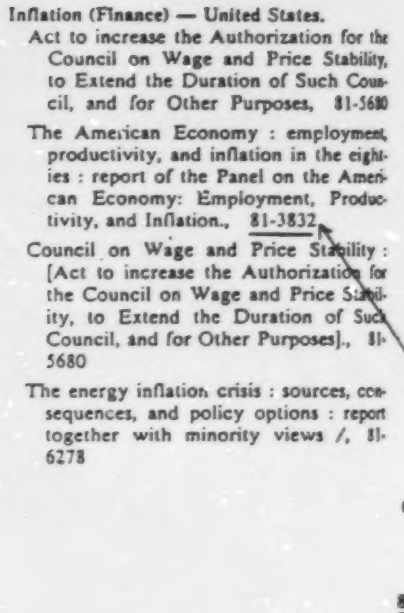
Council on Wage and Price Stability : [Act to increase the Authorization for the Council on Wage and Price Stability, to Extend the Duration of Such Council, and for Other Purposes]., 81-5680

The energy inflation crisis : sources, consequences, and policy options : report together with minority views /, 81-6278

Go on to page 4.

STEP 2: Locate the entry in the corresponding entry volume.

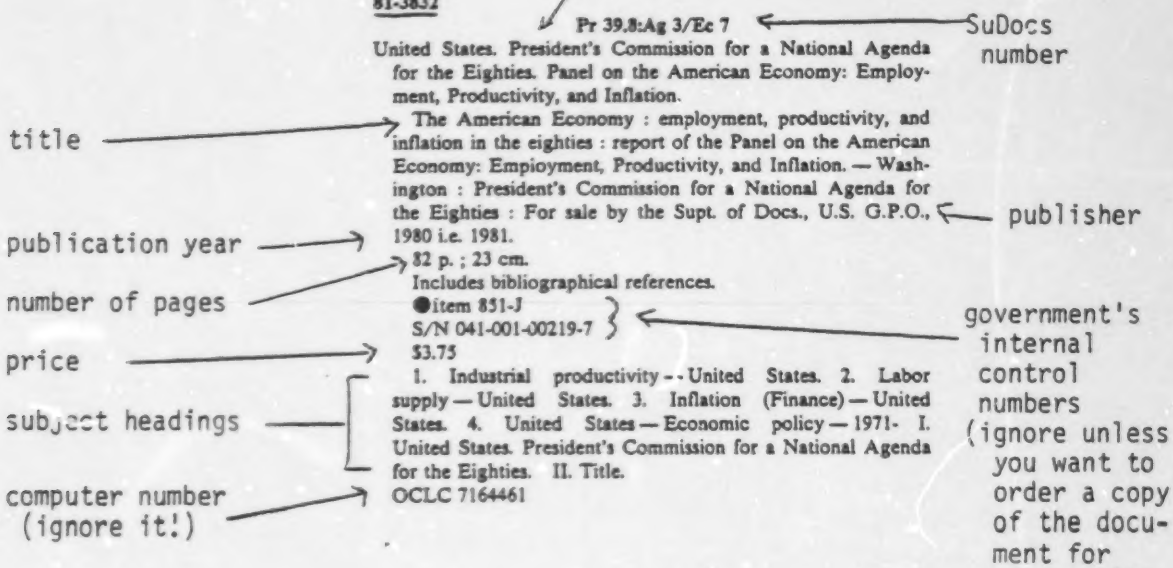
Excerpt from subject volume


Inflation (Finance) — United States.
Act to increase the Authorization for the Council on Wage and Price Stability, to Extend the Duration of Such Council, and for Other Purposes, 81-5680
The American Economy : employment, productivity, and inflation in the eighties : report of the Panel on the American Economy: Employment, Productivity, and Inflation., 81-3832
Council on Wage and Price Stability : [Act to increase the Authorization for the Council on Wage and Price Stability, to Extend the Duration of Such Council, and for Other Purposes]., 81-5680
The energy inflation crisis : sources, consequences, and policy options : report together with minority views /, 81-6278

Excerpt from entry volume

Issuing agency.
(This is the "author" by which you would enter this item in a bibliography.)

entry number


81-3832
Pr 39.8:Ag 3/Ec 7
SuDocs number
United States. President's Commission for a National Agenda for the Eighties. Panel on the American Economy: Employment, Productivity, and Inflation.
The American Economy : employment, productivity, and inflation in the eighties : report of the Panel on the American Economy: Employment, Productivity, and Inflation. — Washington : President's Commission for a National Agenda for the Eighties : For sale by the Supt. of Docs., U.S. G.P.O.,
publisher
1980 i.e. 1981.
82 p. ; 23 cm.
Includes bibliographical references.
●Item 851-J
S/N 041-001-00219-7
$3.75
1. Industrial productivity -- United States. 2. Labor supply — United States. 3. Inflation (Finance) — United States. 4. United States — Economic policy — 1971- I. United States. President's Commission for a National Agenda for the Eighties. II. Title.
OCLC 7164461
title
publication year
number of pages
price
subject headings
computer number (ignore it!)
government's internal control numbers (ignore unless you want to order a copy of the document for yourself)

Go on to page 5.

Publications issued by either house of Congress always indicate which specific Congress was responsible for it. Make a note of this, because you will need to include it in your bibliography if you decide to use the document.

Excerpt from the Monthly Catalog

81-3010

Y 4.Ec 7:Ir 1

Economic consequences of the revolution in Iran : a compendium of papers / submitted to the Joint Economic Committee, Congress of the United States. — Washington : U.S. G.P.O. : For sale by the Supt. of Docs., U.S. G.P.O., 1980.

v, 227 p. : ill. ; 24 cm.

At head of title: 96th Congress, 1st session. Joint committee print.

Includes bibliographical references.

●Item 1000

S/N 052-070-05271-6

$4.75

1. Iran — Politics and government — 1979- — Addresses, essays, lectures. 2. Iran — Economic conditions — 1945- — Addresses, essays, lectures. I. United States. Congress. Joint Economic Committee.

DS318.8.E25

80-601729

330.955/053 ¢2 19

OCLC 6605172

The ● indicates that the document is distributed free under the depository system. This increases the chance that the Library will have a copy.

Go on to page 6.

Study the following entry from the Monthly Catalog. What is the SuDocs number?

81-3009

Y 4.Ec 7:G 51

United States. Congress. Joint Economic Committee. Subcommittee on International Economics.

Averting catastrophe, the global challenge : report of the Subcommittee on International Economics of the Joint Economic Committee, Congress of the United States. — Washington : U.S. G.P.O. : For sale by the Supt. of Docs., U.S. G.P.O., 1980.

v, 10 p. ; 24 cm.

At head of title: 96th Congress, 2d session. Joint Committee print.

"October 10, 1980."

●Item 1000

S/N 052-070-05434-4

$1.25

1. Population forecasting. 2. Economic forecasting. I. Title.

OCLC 6881139

(a) 81-3009 (Turn to page 7)

(b) Y4.Ec7:G51 (Turn to page 8)

(c) S/N 052-070-05434-4 (Turn to page 9)

(d) 6881139 (Turn to page 10)

No, this is the entry number which identifies the item in the index volume. Look at the examples on pages 2,3, and 4, and try the question again.

Correct. SuDocs numbers always begin with a letter of the alphabet which represents the name of the issuing agency. The "Y" in the example stands for Congress.

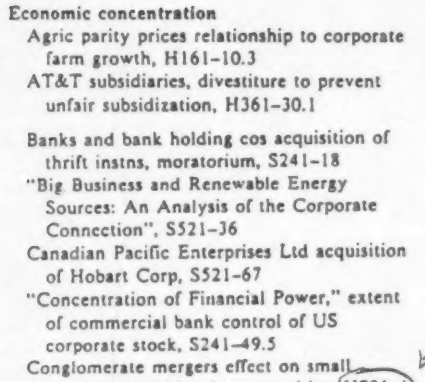
Go on to page 11.

You must have forgotten the example on page 4. Look over it and then try the question again.

Even if you have forgotten this kind of number from the card catalog examples in Chapter 3, you should remember seeing it a few pages ago! Review page 4, and try the question again.

You can see by the example on page 5 that publications of Congress as well as agency publications are indexed in the Monthly Catalog. There is a special index, however, called Congressional Information Service (CIS), which is devoted entirely to the Congressional publications and gives mre detailed coverage. Since CIS Index is published by the same company that produces American Statistics Index and Statistical Reference Index, its layout will look quite familiar to you. Follow the same two-step process that you used with the other indexes, looking up your subject in the index section, and the entry in the corresponding abstract section. (Review pages 10 and 11 of Chapter 9 if you have forgotten how this process works.)

Name of committee (House Small Business Committee) which held the hearings listed. It is NOT the title of an entry.



Economic concentration
- Agric parity prices relationship to corporate farm growth, H161-10.3
- AT&T subsidiaries, divestiture to prevent unfair subsidization, H361-30.1
- Banks and bank holding cos acquisition of thrift instns, moratorium, S241-18
- "Big Business and Renewable Energy Sources: An Analysis of the Corporate Connection", S521-36
- Canadian Pacific Enterprises Ltd acquisition of Hobart Corp, S521-67
- "Concentration of Financial Power," extent of commercial bank control of US corporate stock, S241-49.5
- Conglomerate mergers effect on small businesses and local communities, (H721-1)
- Corporate landownership impact on Appalachia, H441-17.7

FIGURE 49 (a). Congressional Information Service, Index Volume, 1981. p. 237.

Go on to page 12.

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H721 Hearings
SMALL BUSINESS Committee, House

(H721-1) **CONGLOMERATE MERGERS: Their Effects on Small Business and Local Communities.**
Jan. 31, Feb. 1, 7, 8, 12, 27, 28, 1980. 96-2.
vi+1217 p. il. †
CIS/MF/15 •Item 1031.
*Y4.Sm1:C76/3.
MC 81-2102. LC 80-603730.

Hearings before the *Subcom on Antitrust and Restraint of Trade Activities Affecting Small Business* to consider the effects of conglomerate mergers on small business and local communities.

Full Committee Member Lyle Williams (R-Ohio) participates in questioning witnesses on Feb. 27.

Supplementary material (p. 589-597, 824-1217, and throughout) includes submitted statements, articles, and:

a. Barkley, David L. (Univ of Redlands), "Plant Ownership Characteristics and the Locational Stability of Rural Iowa Manufacturers" Land Economics, Feb. 1978, with tables (p. 589-597).

b. Smith, Samuel A., "Rape of Small Business: Advertising and the Conglomerates" (p. 824-837).

c. Justice Dept, "Conglomerate Mergers, Small Business, and the Scope of Existing Anti-Merger Statutes" June 20, 1979, with graphs and tables (p. 838-888).

d. Norris, William C. (Control Data Corp), "Irresponsible Mergers and Acquisitions Mar. 4, 1980 (p. 889-919).

FIGURE 49 (b). Congressional Information Service, ADstract Volume, 1981. p. 479.

Hearings can be held to gather information, as in the example on the previous page, or to consider specific legislation pending before Congress. The example below is a hearing before the Subcommittee on Criminal Justice of the Senate Judiciary Committee, held to consider the proposed Computer Systems Protection Act of 1979.

S521-21 COMPUTER SYSTEMS PROTECTION ACT OF 1979, S. 240.

Feb. 28, 1980. 96-2.
iii+179 p. † CIS/MF/4
●Item 1042. *Y4.J89/2:96-75.
MC 81-4139. LC 81-601140.

Committee Serial No. 96-75. Hearing before the *Subcom on Criminal Justice* to consider S. 240 (text, p. 59-64), the Federal Computer Systems Protection Act of 1979, to impose Federal criminal sanctions for misuse of computer systems in interstate commerce or any computer system owned or used by a financial institution or the Federal Government.

Subcom Counsel Kathy Zebrowski and Judiciary Committee Minority Counsel Steve Markman chair the hearing.

Supplementary material (p. 1-5, 65-179) includes submitted statements, articles, and correspondence.

S521-21.1: Feb. 28, 1980. p. 5-16.

Witness: **MacFARLANE, J. D.,** atty gen, Colo; pres, Natl Assn of Attys Gen.

Statement and Discussion: Questioned need for computer crime legislation; legal implications of bill.

S521-21.2: Feb. 28, 1980. p. 17-38.

Witness: **DERTOUZOS, Michael L.,** lab for computer science, MIT.

Statement and Discussion: Projected trends in computer use and technological capability; review of potential legal problems created by increased computer use.

S521-21.3: Feb. 28, 1980. p. 39-52, 72-105.

Witness: **TABER, John K.,** computer programmer.

Statement and Discussion: Questioned need for computer crime legislation; difficulty of committing a computer-related crime; reasons for opposing S. 240 (analysis, p. 75-105).

Senate Bill #240 A proposed piece of legislation originates in either the House or the Senate, and is called a "bill" until it becomes law.

The hearing is also indexed in the Monthly Catalog under this entry number.

Purpose of the proposed law. The text of this legislation is printed on pp. 59-64 of the document.

FIGURE 50. Congressional Information Service, Abstract Volume, 1981. p. 856.

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Go on to page 13.

Using CIS Index, you can follow a bill through Congress from the time it is proposed until it is enacted into law. (Sometimes several years and many hearings and amendments later). This process is called a legislative history, and should you need to compile one, ask a Reference Librarian to help you get started.

The examples we have been considering are all federal documents, published by the U.S. government. The agencies and legislatures of each state government also publish information, but some states provide better indexing and control of these documents than others do. The Texas State Documents Index is not especially easy to use, and we will not attempt to explain it here. If your research requires you to investigate Texas state documents, ask a Reference Librarian for assistance.

If you are fairly certain that you understand how to use government documents, you may answer the library practice questions on page 14, and then give yourself a pat on the back. You have finished the entire unit!!

NAME:_____ INSTRUCTOR:_____

QUESTIONS TO ANSWER IN THE LIBRARY

1) Locate the 1981 subject index to the Monthly Catalog of United States Publications (Docs Ref 1981, vol. 2), and look up the subject heading "Accounting-United States".

   a) What is the entry number for the report called "Procedural Difficulties Encountered by Small Business in Dealing With the IRS"?

   b) Find this entry in the main volume and give the Su Docs number.

   c) Does the Library own a copy of this report? (Government publications are shelved on the second floor.)

2) Locate the 1980 index volume of CIS (Docs Ref KF 49 .C62 1980), and look up "Small Business".

   a) What is the entry number for a report on the Chrysler Corp. Federal Loan Guarantee Program?

   b) Find this entry in the abstracts volume and give the Su Docs number.

   c) Does the Library have a copy of this document?